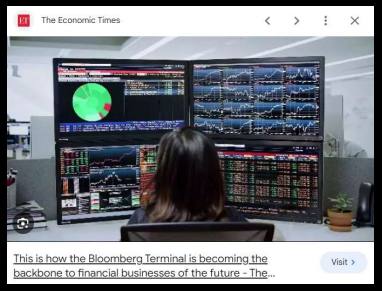
USA –P18+ past 30 days SCRATCH-OFF LOTTERY TICKET BUYERS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 30 days Buyers of SCRATCH-OFF LOTTERY TICKETS (Any, 1-2, 3-4, 5+) or NOT BOUGHT ANY SCRATCH-OFF LOTTERY TICKETS as of April 2024!







Creator: Gerry Broome Credit: AP

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times No. of times bought scratch-off lottery ticket past 30 days: 5 times or more No. of times bought scratch-off lottery ticket past 30 days: None

HUBBARD BROADCASTING INC. HB



26.8% or 70,297,131 of USA Adults 18 or older purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days. Typical Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days are 50.1 years old (2.6% older than average) and have a $80,440 (10.3% lower than average) annual household income.

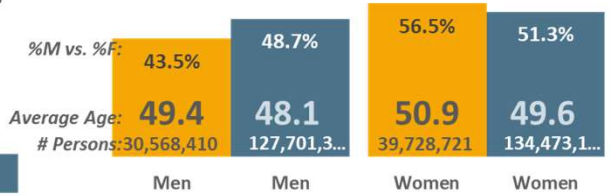
Percent of Market: Adults 18 or older



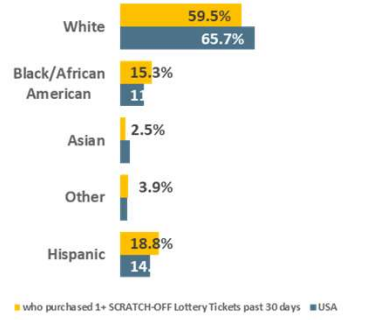
Total Persons:

70,297,131	191,877,369

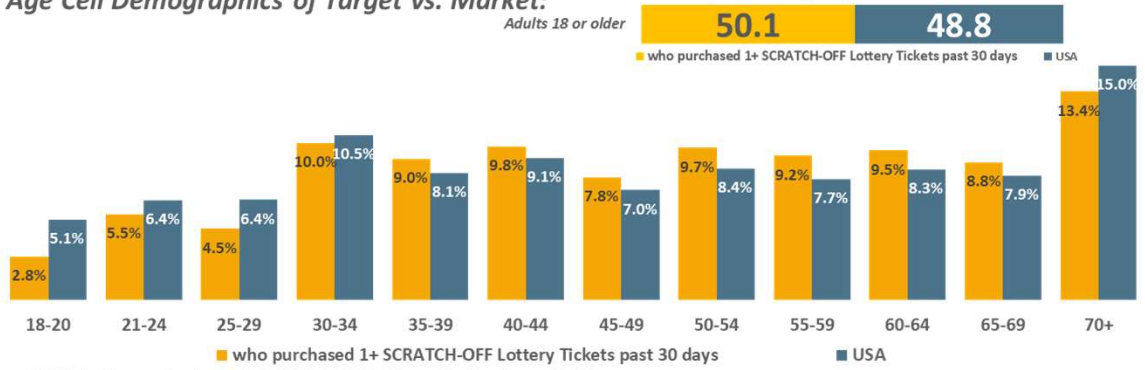
Gender of Target vs. Market: Adults 18 or older



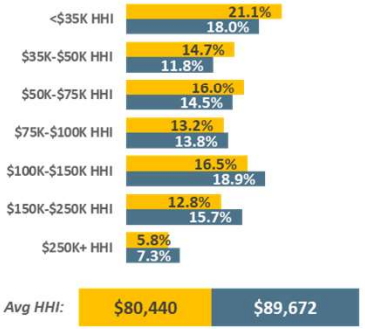
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$80,440	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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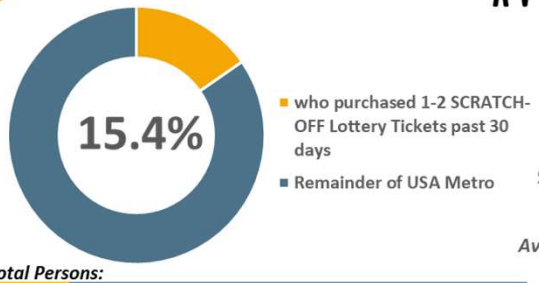
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



15.4% or 40,270,165 of USA Adults 18 or older purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days. Typical Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days are 48.9 years old (.% older than average) and have a $82,259 (8.3% lower than average) annual household income.

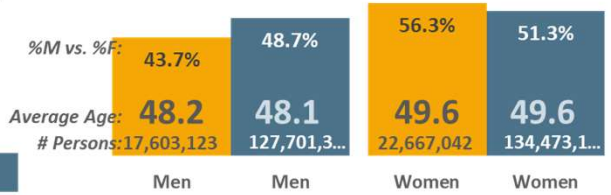
Percent of Market: Adults 18 or older



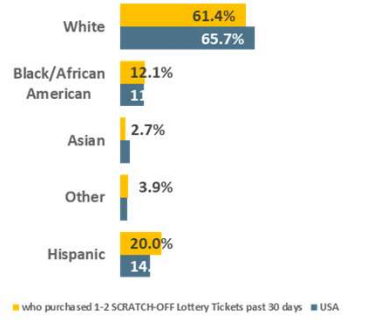
Total Persons:



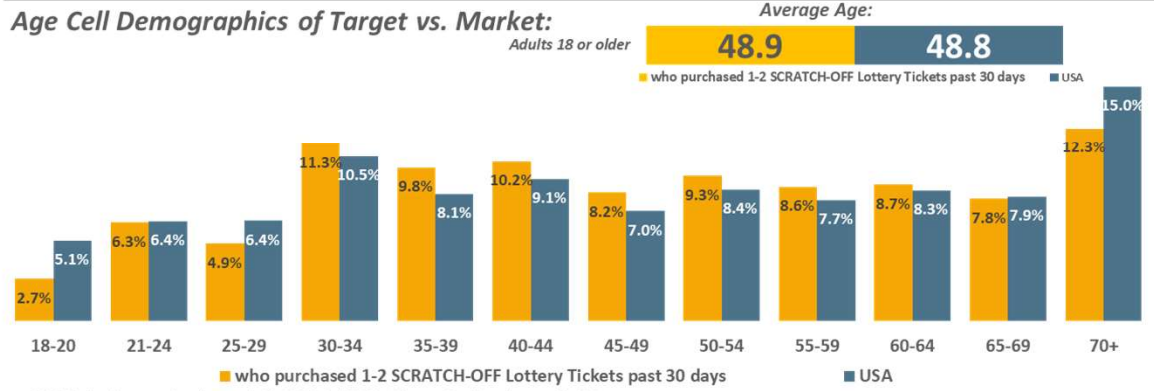
Gender of Target vs. Market: Adults 18 or older



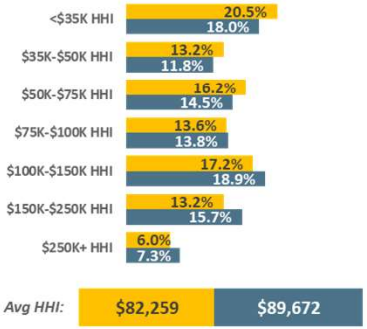
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $82,259 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

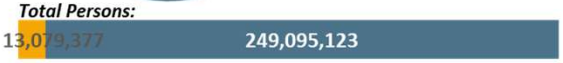


5.% or 13,079,377 of USA Adults 18 or older purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days.
Typical Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days are 52.8 years old (8.% older than average) and have a $80,446 (10.3% lower than average) annual household income.

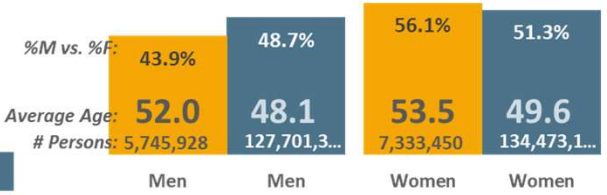
Percent of Market: Adults 18 or older



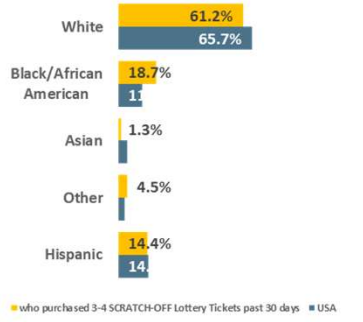
Total Persons:



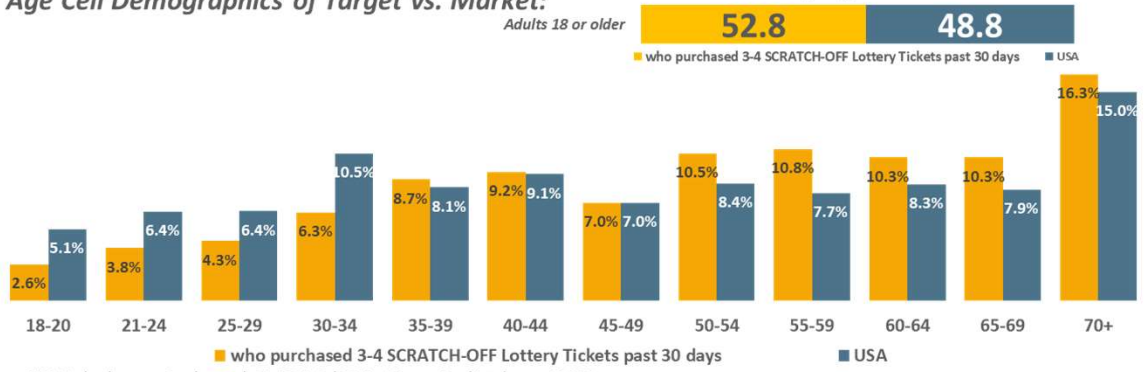
Gender of Target vs. Market: Adults 18 or older



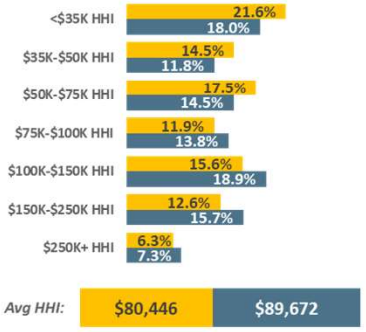
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $80,446 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

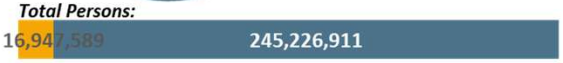


6.5% or 16,947,589 of USA Adults 18 or older purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days. Typical Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days are 51.1 years old (4.7% older than average) and have a $76,112 (15.1% lower than average) annual household income.

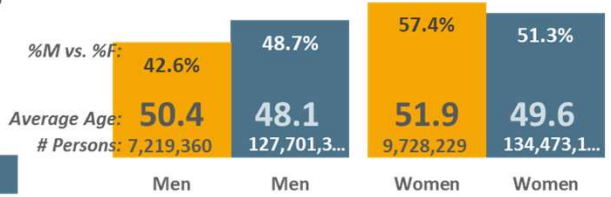
Percent of Market: Adults 18 or older



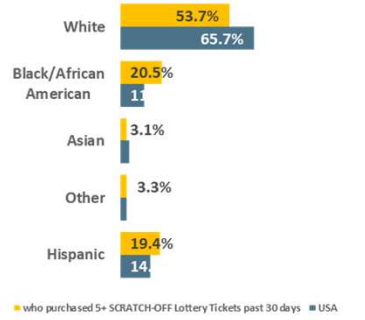
Total Persons:



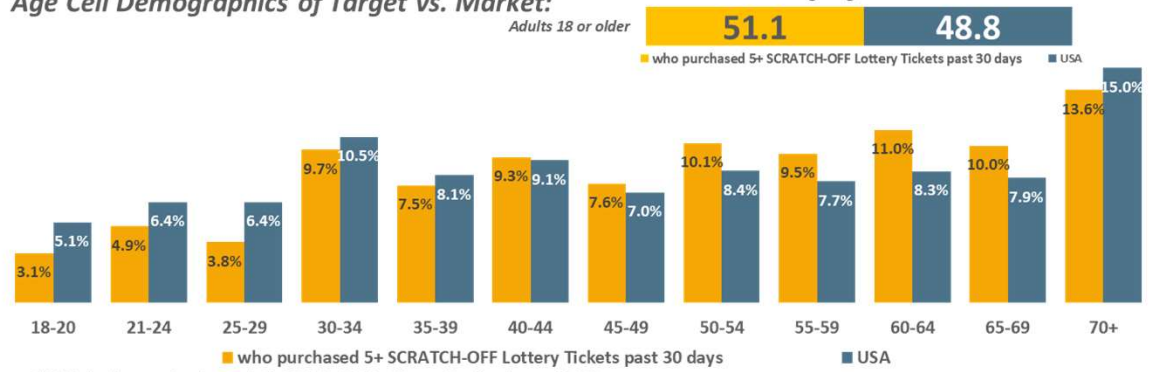
Gender of Target vs. Market: Adults 18 or older



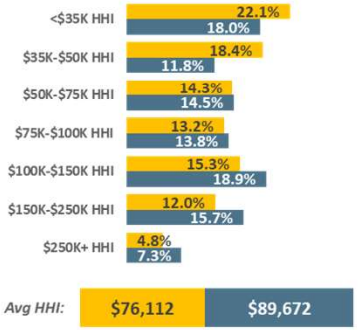
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $76,112 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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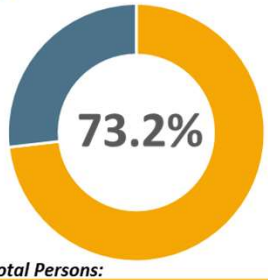
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



73.2% or 191,877,369 of USA Adults 18 or older did not purchase SCRATCH-OFF Lottery Tickets past 30 days. Typical Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days are 48.4 years old (1.% younger than average) and have a $93,054 (3.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



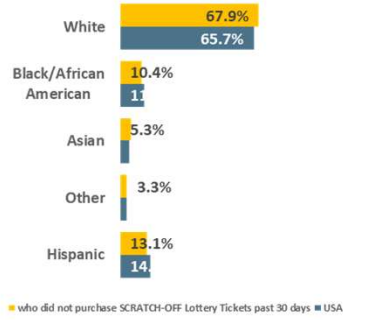
Total Persons:

191,877,369	70,297,131

Gender of Target vs. Market: Adults 18 or older

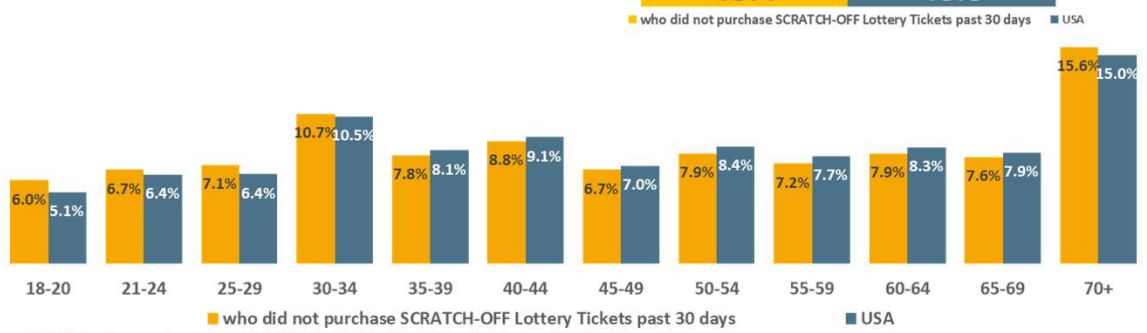
	Men	Men	Women	Women
%M vs. %F:	50.6%	48.7%	49.4%	51.3%
Average Age:	47.7	48.1	49.1	49.6
# Persons:	97,132,937	127,701,3...	94,744,432	134,473,1...

Ethnicity of Target vs. Market:

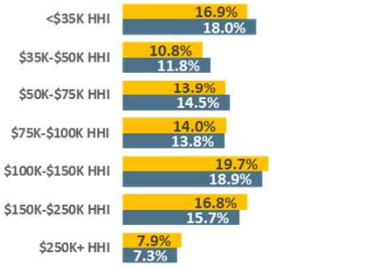


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	48.4	48.8



HHI of Target vs. Market:



Avg HHI:	$93,054	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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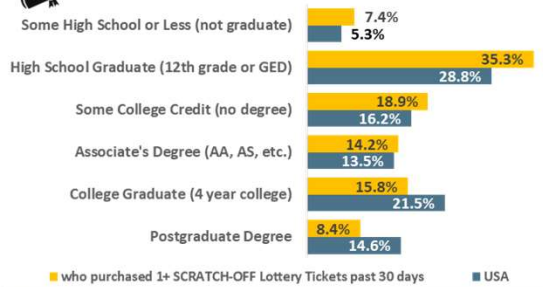
No. of times bought scratch-off lottery ticket past 30 days: None

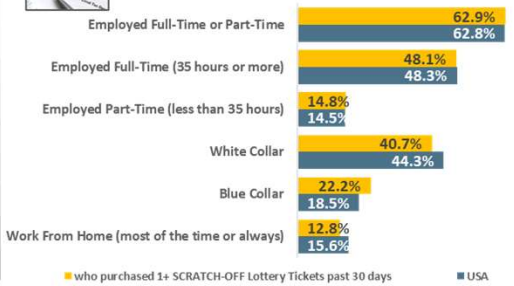


26.8% or 70,297,131 of USA Adults 18 or older purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days are 33.1% less likely to be a college graduate, .3% less likely to work full-time, .7% less likely to be married, 7.5% more likely to be a parent of 1 or more children under 18.

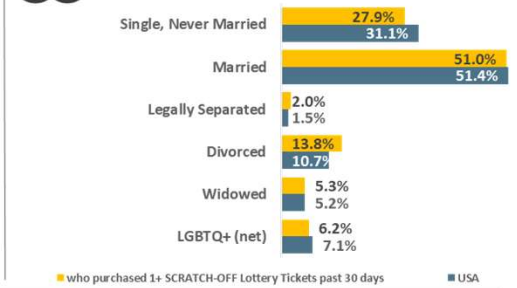
Education Levels: Adults 18 or older



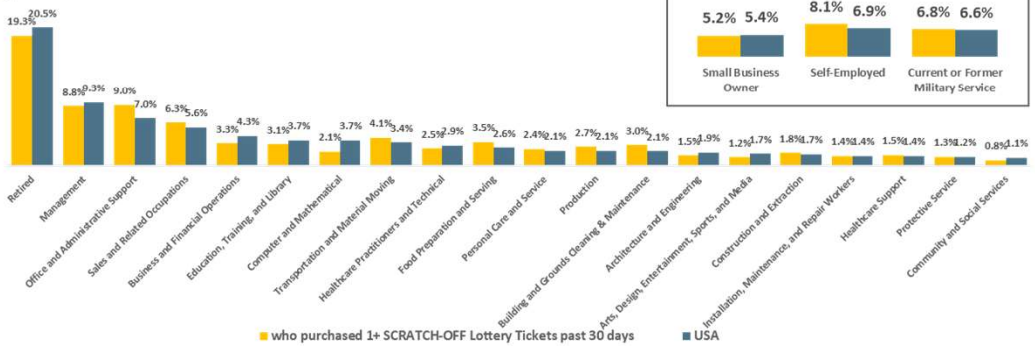
Employment: Adults 18 or older



Marital Status: Adults 18 or older

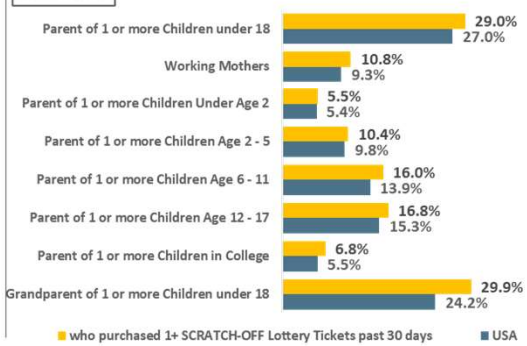


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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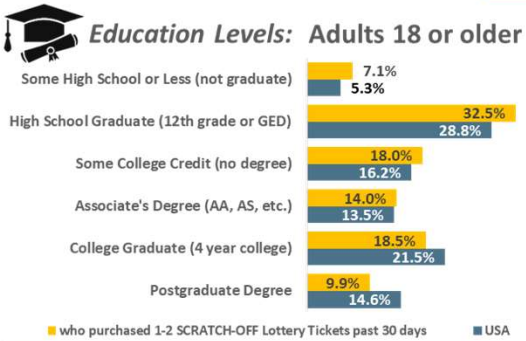
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

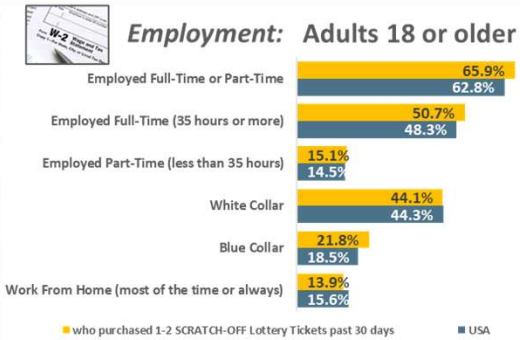


15.4% or 40,270,165 of USA Adults 18 or older purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days are 21.4% less likely to be a college graduate, 5.1% more likely to work full-time, 1.4% more likely to be married, 13.3% more likely to be a parent of 1 or more children under

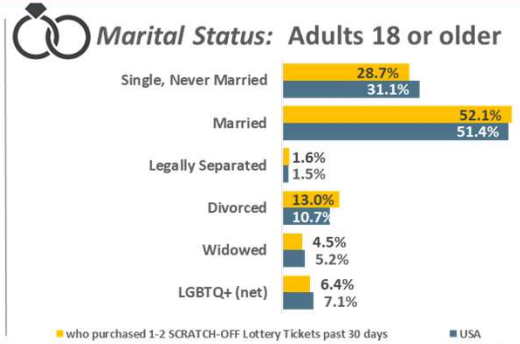
Education Levels: Adults 18 or older



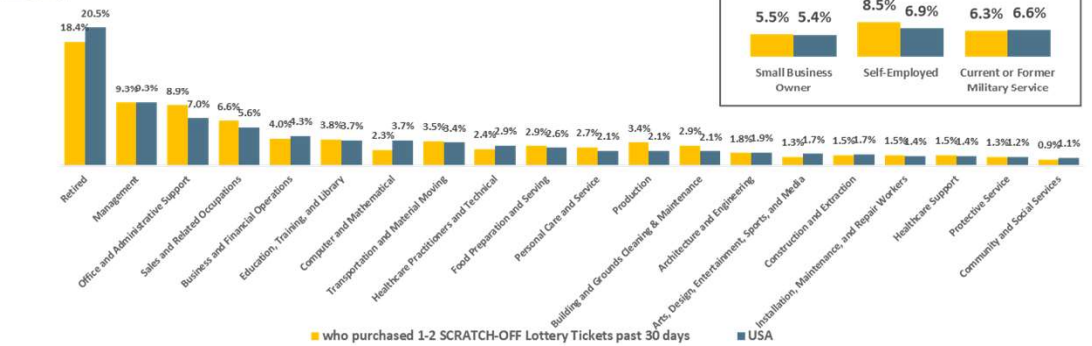
Employment: Adults 18 or older



Marital Status: Adults 18 or older

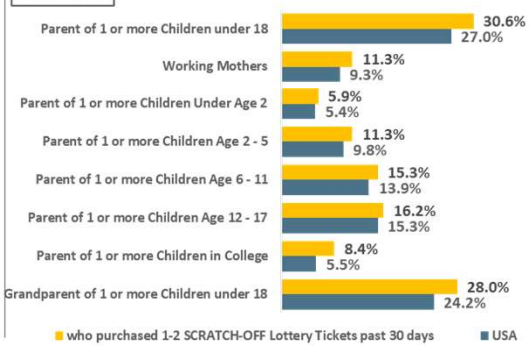


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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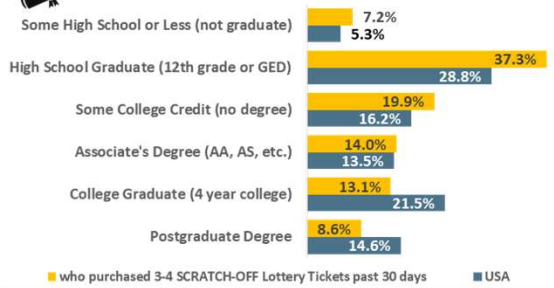
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

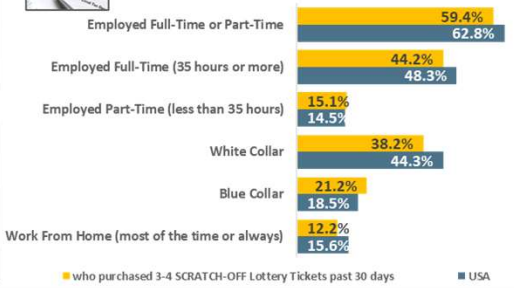


5.% or 13,079,377 of USA Adults 18 or older purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days are 40.% less likely to be a college graduate, 8.4% less likely to work full-time, 2.% more likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

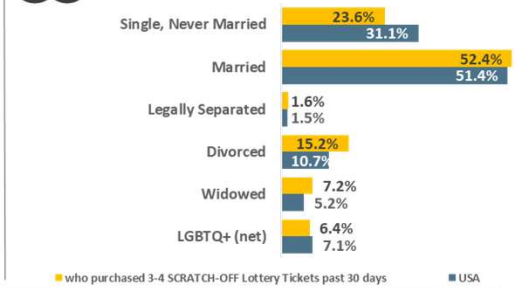
Education Levels: Adults 18 or older



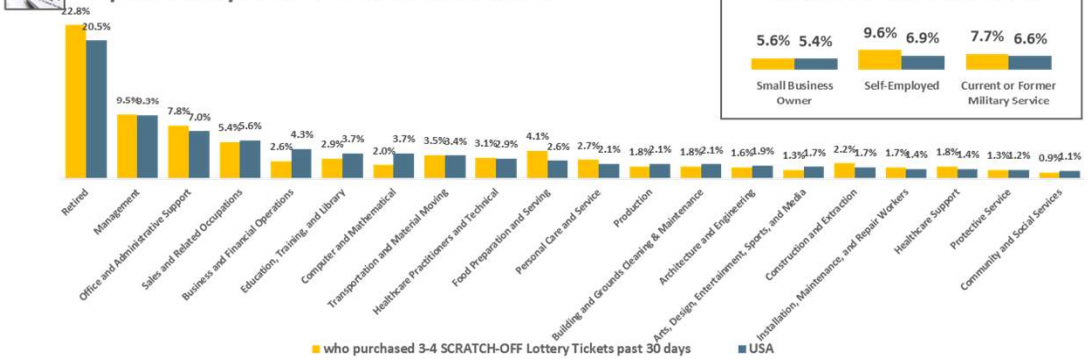
Employment: Adults 18 or older



Marital Status: Adults 18 or older

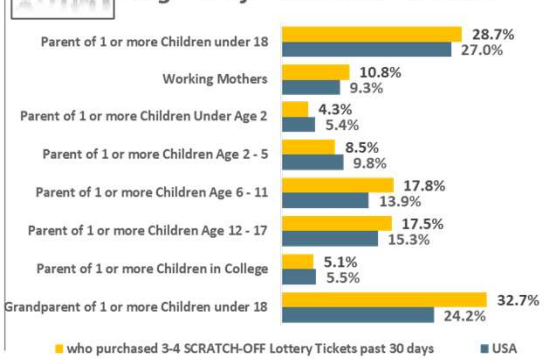


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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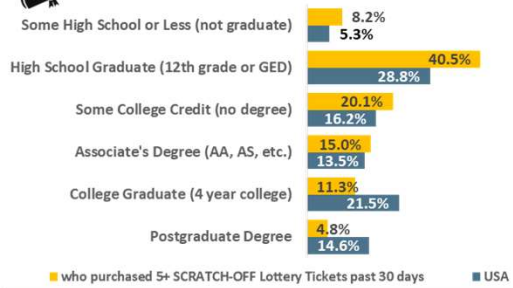
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

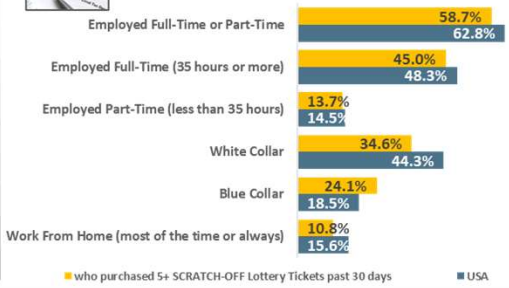


6.5% or 16,947,589 of USA Adults 18 or older purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days are 55.5% less likely to be a college graduate, 6.8% less likely to work full-time, 7.8% less likely to be married, 5.3% less likely to be a parent of 1 or more children under 18

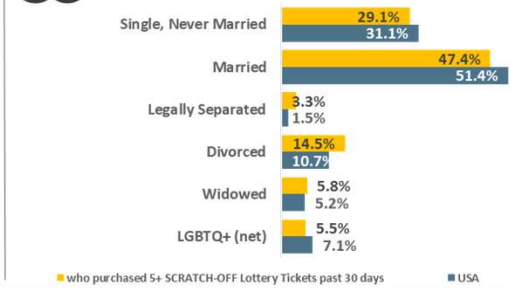
Education Levels: Adults 18 or older



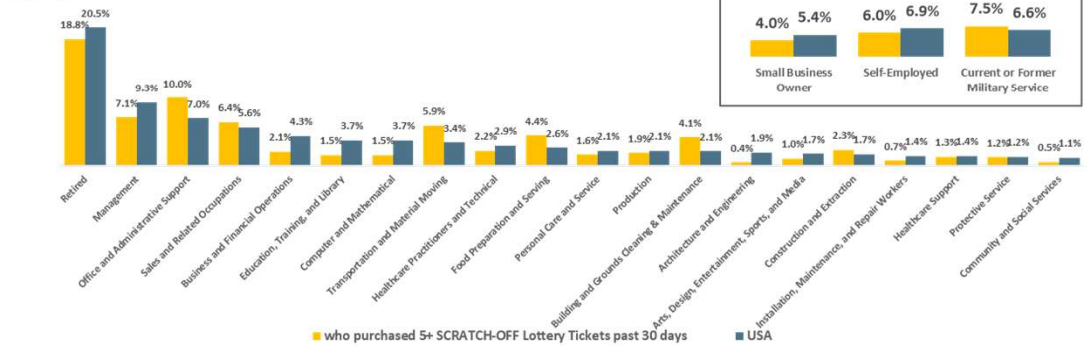
Employment: Adults 18 or older



Marital Status: Adults 18 or older

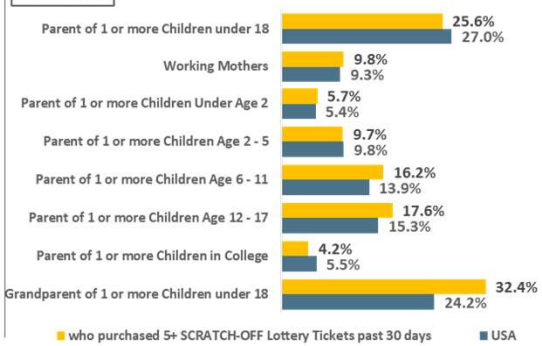


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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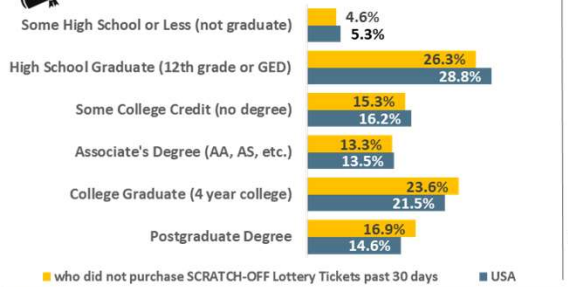
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

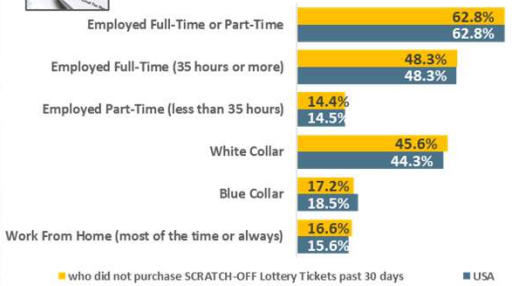


73.2% or 191,877,369 of USA Adults 18 or older did not purchase SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days are 12.1% more likely to be a college graduate, .1% more likely to work full-time, .3% more likely to be married, 2.8% less likely to be a parent of 1 or more children under

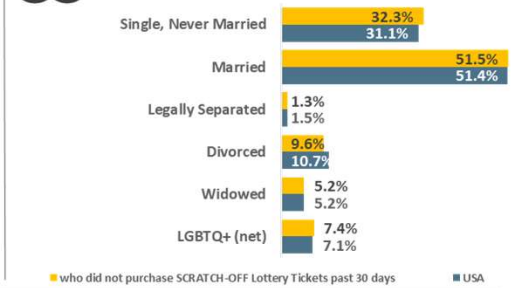
Education Levels: Adults 18 or older



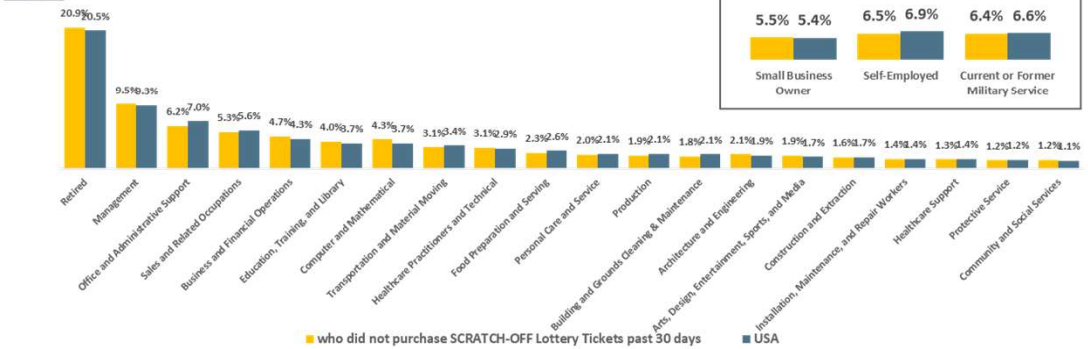
Employment: Adults 18 or older



Marital Status: Adults 18 or older

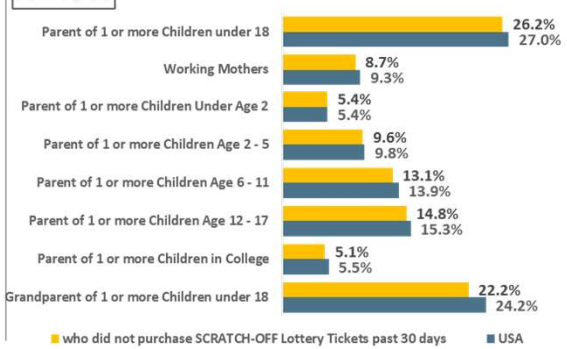


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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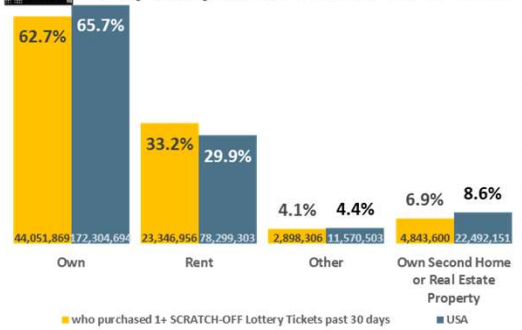
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: None

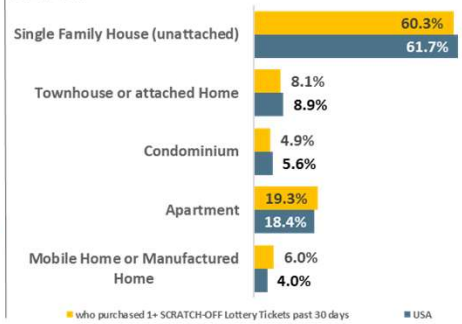


26.8% or 70,297,131 of USA Adults 18 or older purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days are 4.7% less likely to own their home, 9.7% more likely to own a lower valued home, 2.3% less likely to have a single-family home, 12.2% more likely to have a dog.

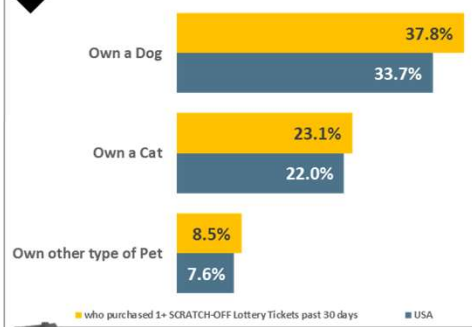
Own/Rent/Other: Adults 18 or older



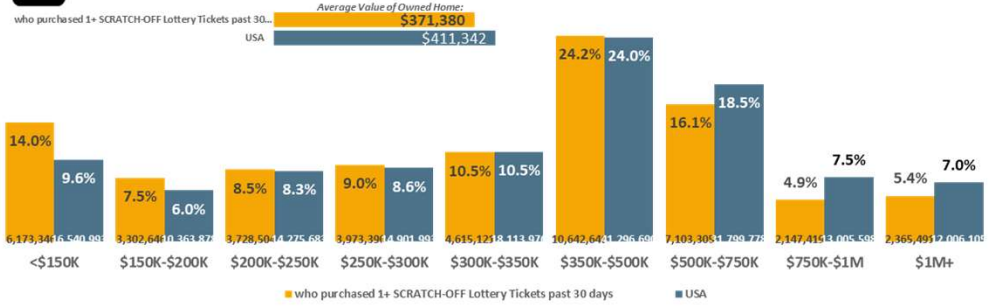
Type of Home: Adults 18 or older



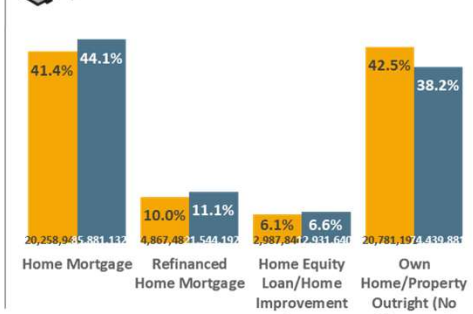
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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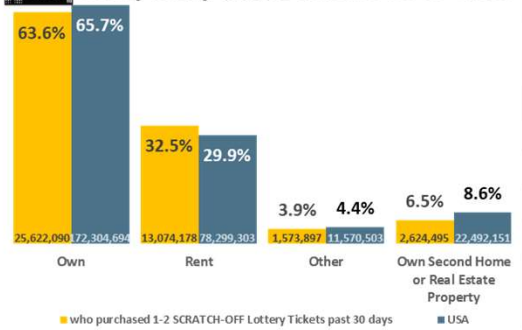
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

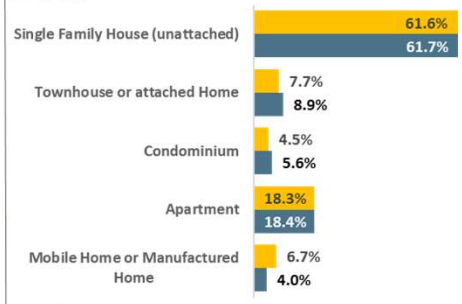


15.4% or 40,270,165 of USA Adults 18 or older purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days are 3.2% less likely to own their home, 10.2% more likely to own a lower valued home, .1% less likely to have a single-family home, 14.8% more likely to have a dog.

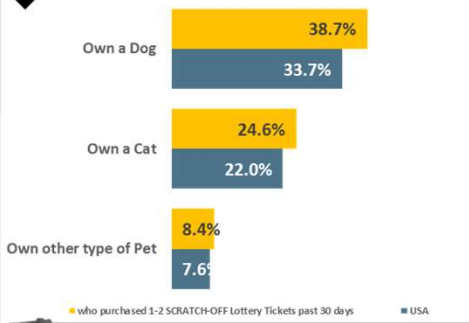
Own/Rent/Other: Adults 18 or older



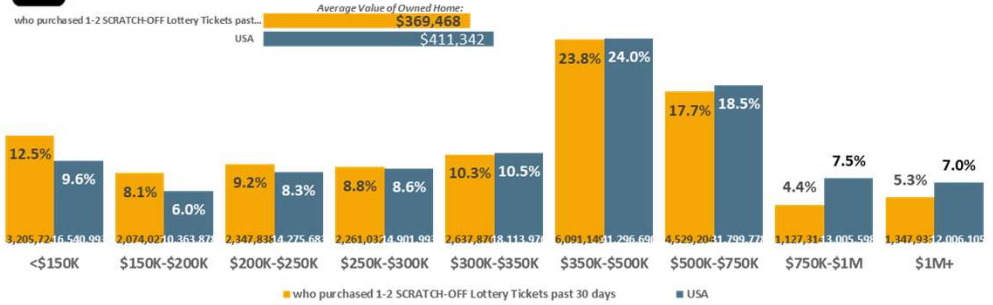
Type of Home: Adults 18 or older



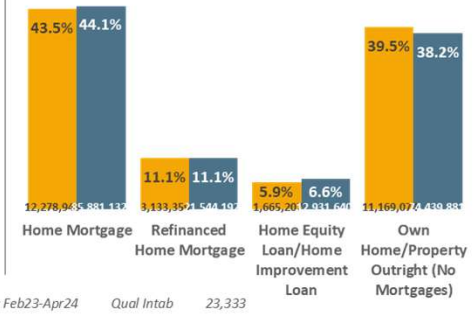
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

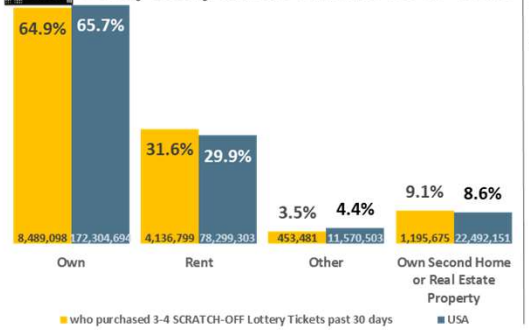
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



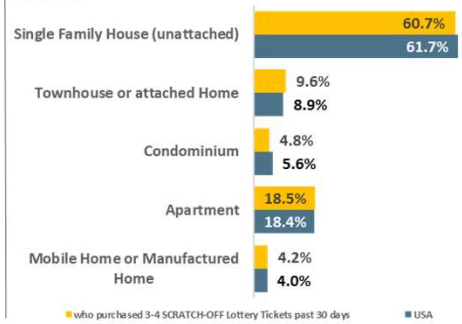
3-4

5.% or 13,079,377 of USA Adults 18 or older purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days are 1.2% less likely to own their home, 1.7% more likely to own a lower valued home, 1.6% less likely to have a single-family home, 8.4% more likely to have a dog.

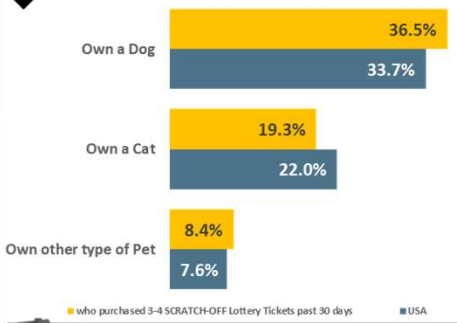
Own/Rent/Other: Adults 18 or older



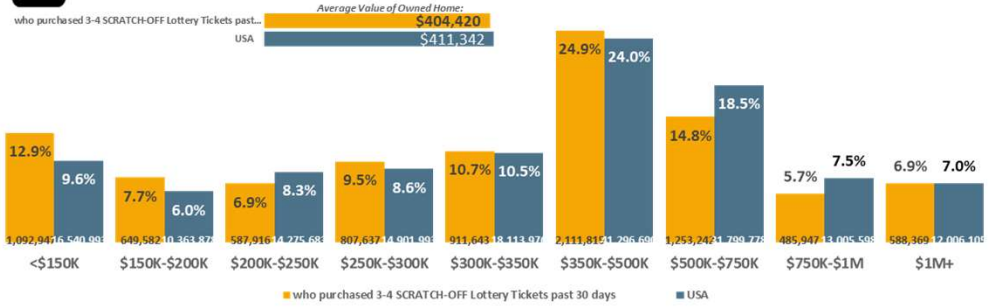
Type of Home: Adults 18 or older



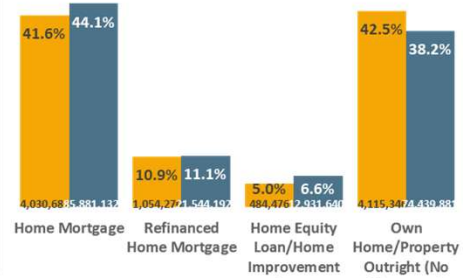
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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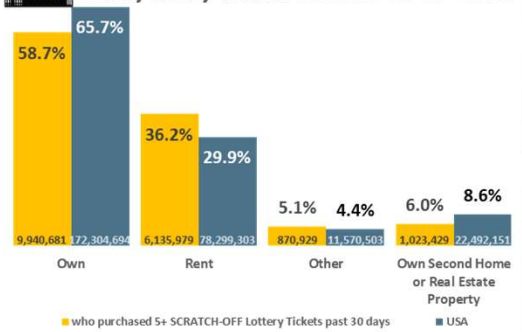
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

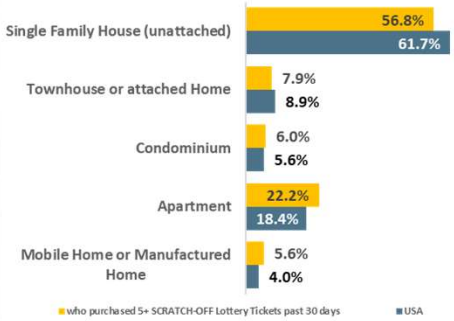


6.5% or 16,947,589 of USA Adults 18 or older purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days are 10.8% less likely to own their home, 15.4% more likely to own a lower valued home, 7.9% less likely to have a single-family home, 9.% more likely to have a dog.

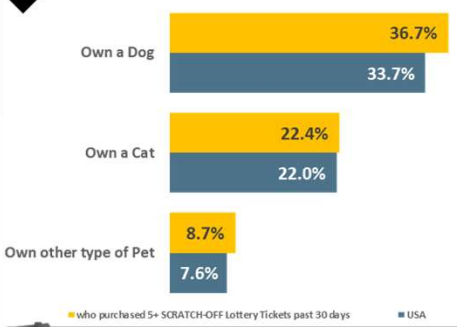
Own/Rent/Other: Adults 18 or older



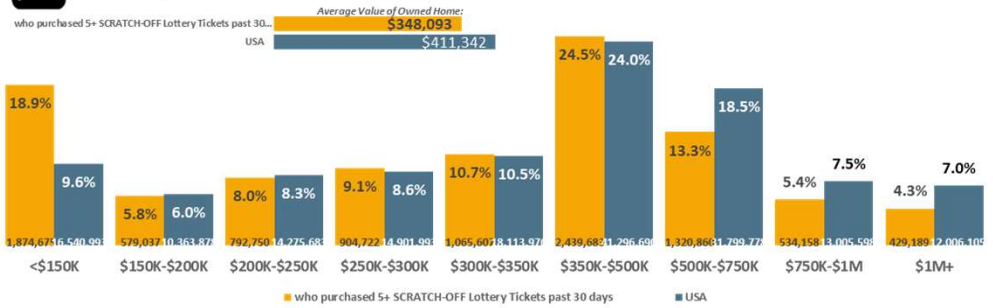
Type of Home: Adults 18 or older



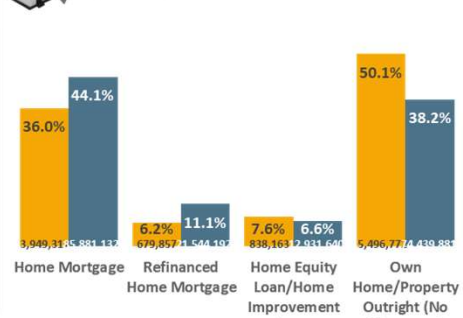
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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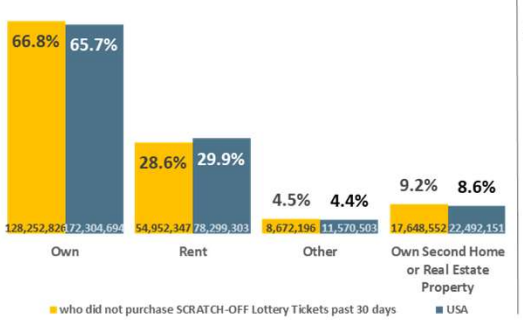
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

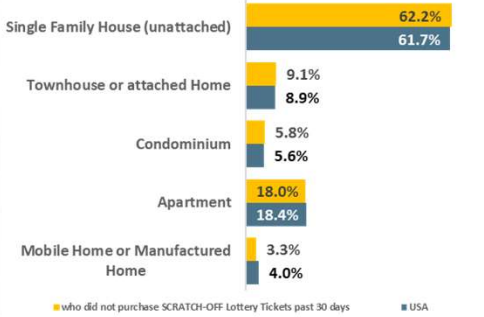


73.2% or 191,877,369 of USA Adults 18 or older did not purchase SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days are 1.7% more likely to own their home, 3.3% more likely to own a higher valued home, .8% more likely to have a single-family home, 4.5% less likely to have a dog.

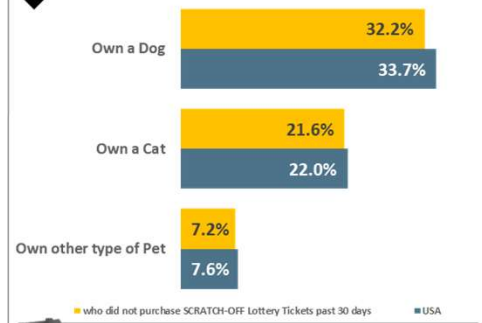
Own/Rent/Other: Adults 18 or older



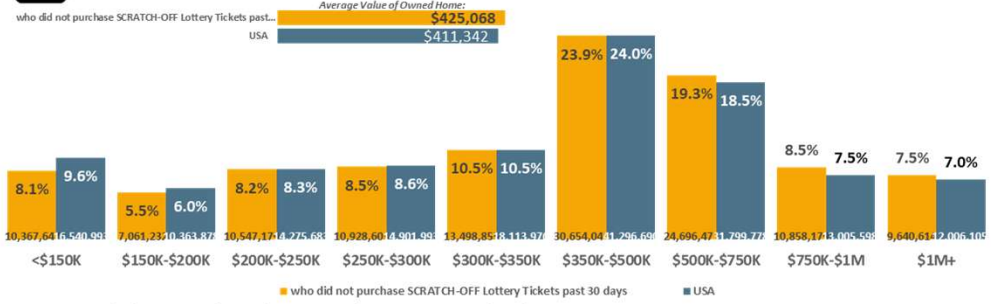
Type of Home: Adults 18 or older



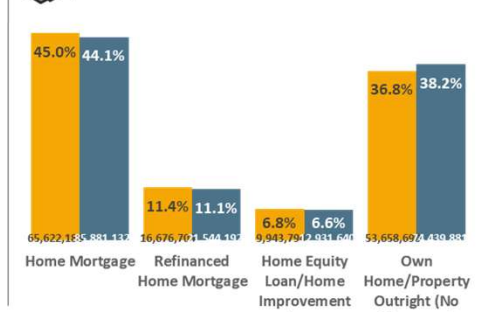
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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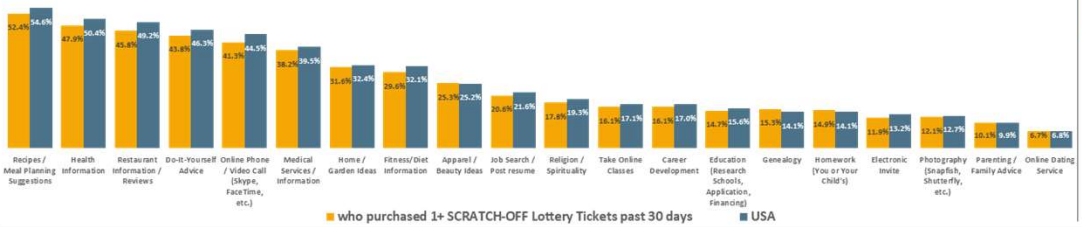
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: None

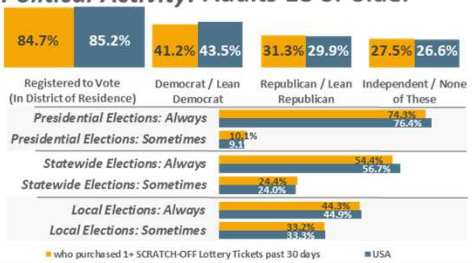


26.8% or 70,297,131 of USA Adults 18 or older purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days are 5.4% less likely to look up D-I-Y advice online, 1.3% less likely to always vote in local elections, 6.7% less likely to belong to a gym, 5.3% less likely to fly domestic pas

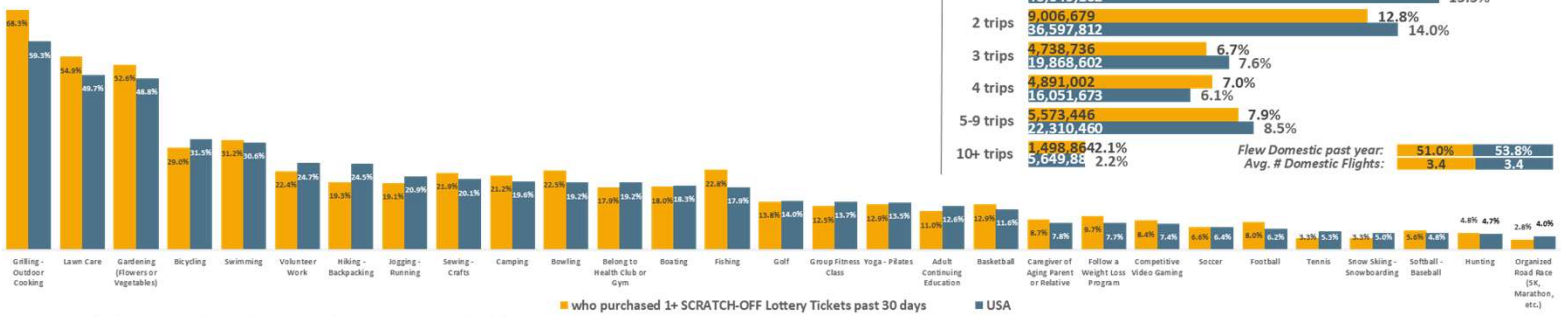
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

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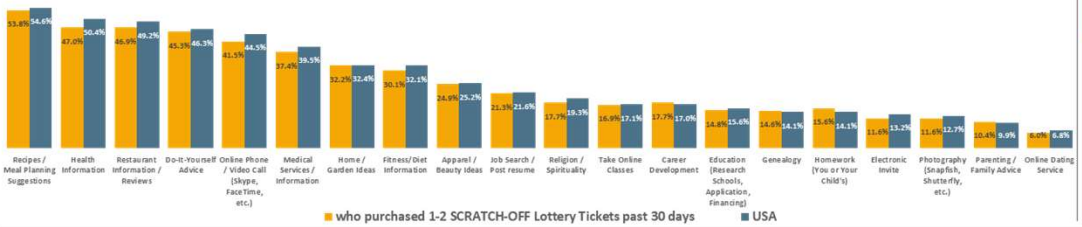
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

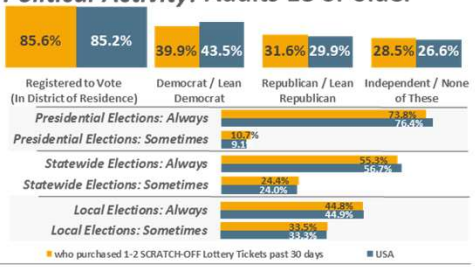


15.4% or 40,270,165 of USA Adults 18 or older purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days are 2.2% less likely to look up D-I-Y advice online, .2% less likely to always vote in local elections, 3.7% more likely to belong to a gym, 2.4% less likely to fly domestic pas

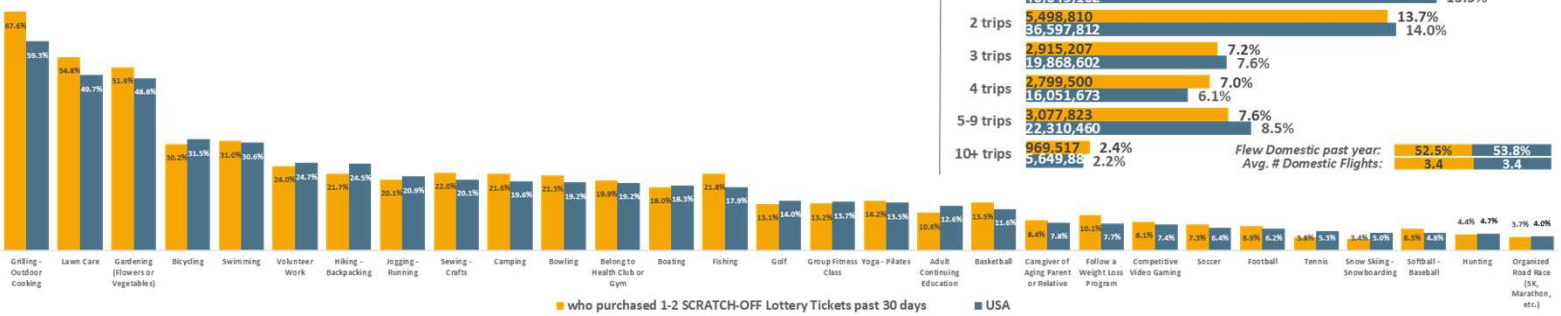
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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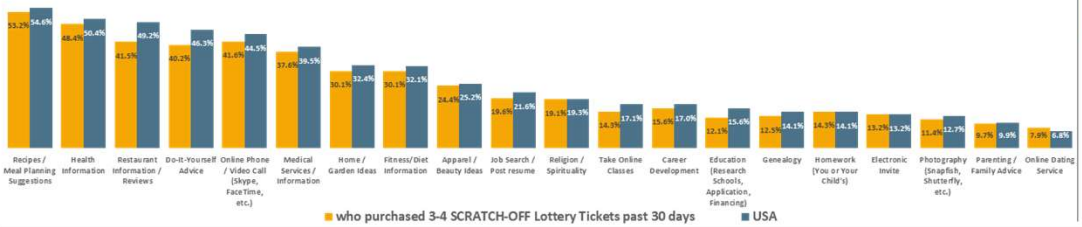
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

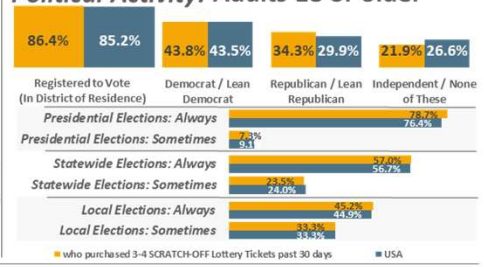


5.% or 13,079,377 of USA Adults 18 or older purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days are 13.1% less likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 13.1% less likely to belong to a gym, 2.9% more likely to fly domestic p

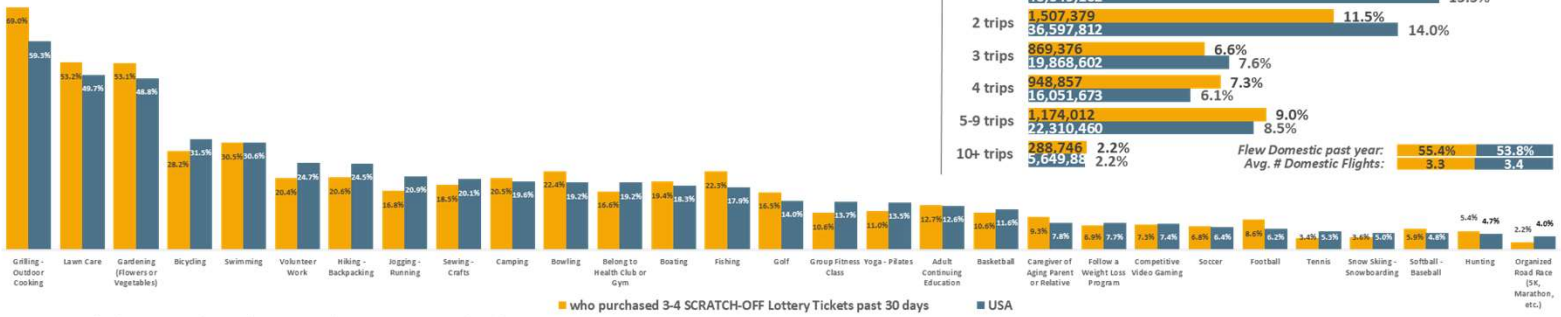
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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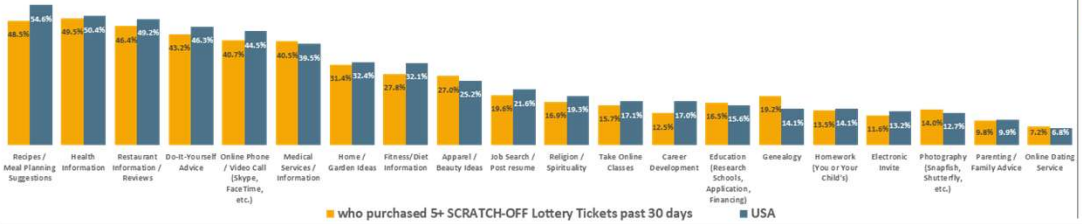
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

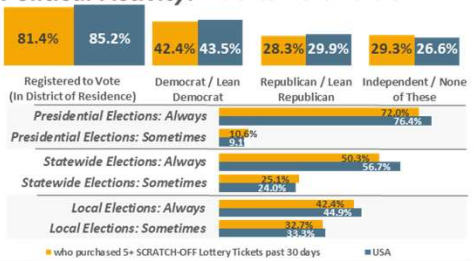


6.5% or 16,947,589 of USA Adults 18 or older purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days are 6.8% less likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 26.6% less likely to belong to a gym, 18.3% less likely to fly domestic p

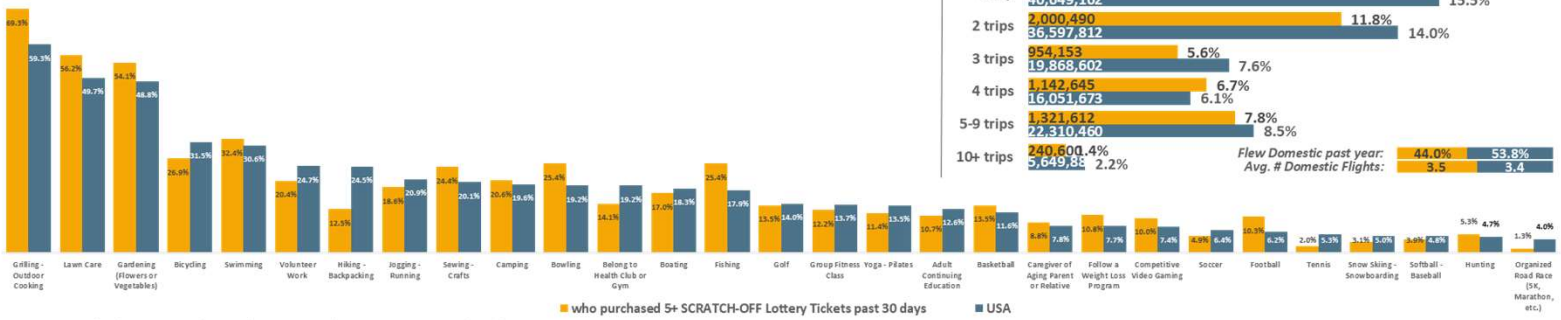
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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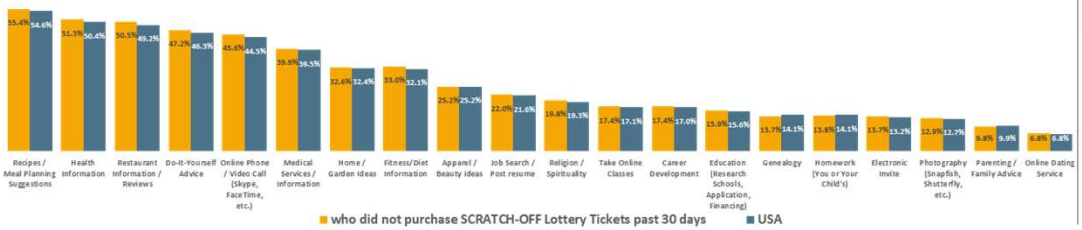
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

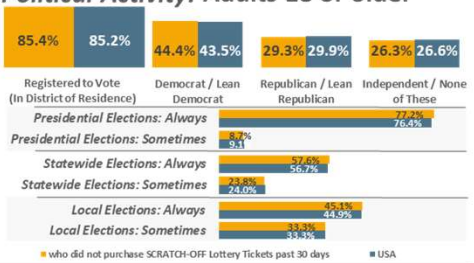


73.2% or 191,877,369 of USA Adults 18 or older did not purchase SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days are 2.% more likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 2.5% more likely to belong to a gym, 1.9% more likely to fly domestic p

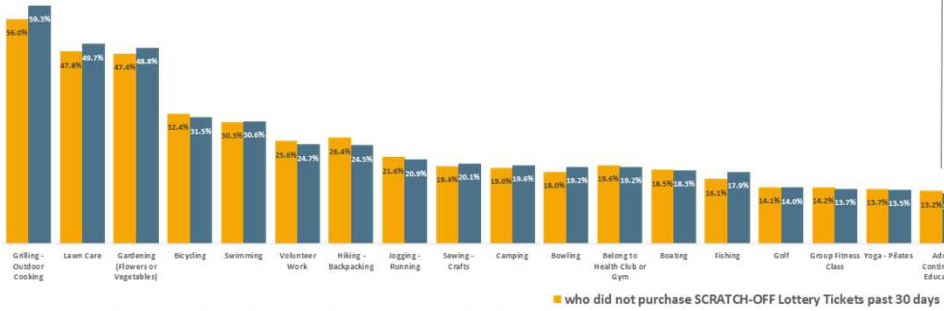
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



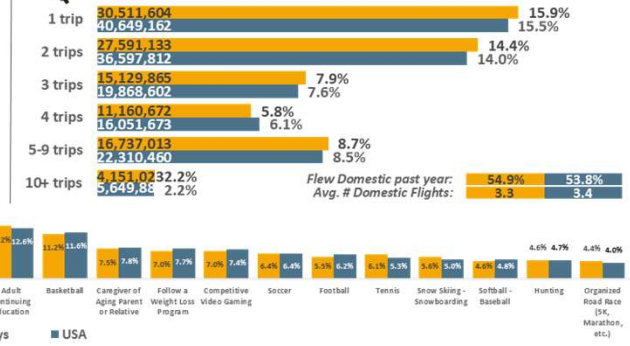
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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No. of times bought scratch-off lottery ticket past 30 days: None



26.8% or 70,297,131 of USA Adults 18 or older purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days are 4.6% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 64.2% more likely to use Casinos past yr., 78.1% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



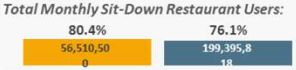
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

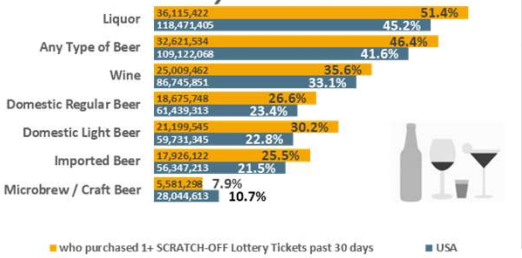
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

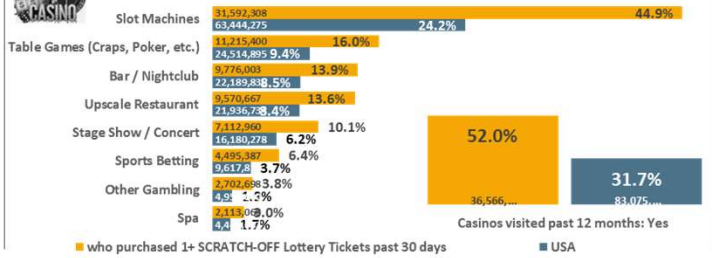


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



15.4% or 40,270,165 of USA Adults 18 or older purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days are 3.6% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., 44.6% more likely to use Casinos past yr., 38.9% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

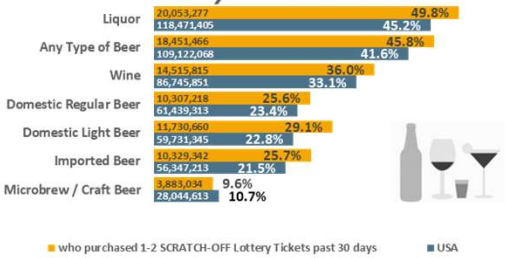
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

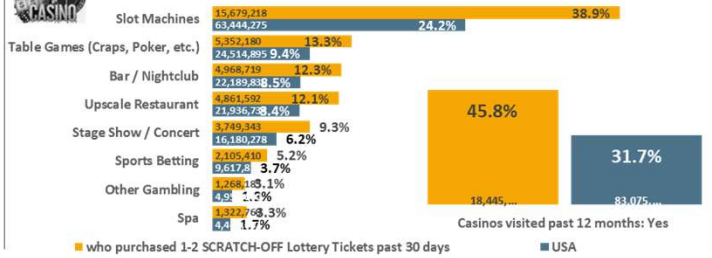


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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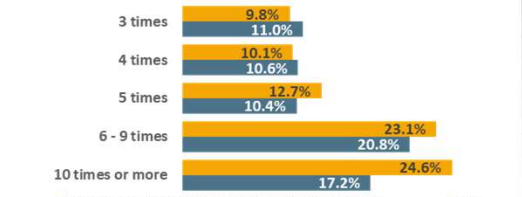
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



5.% or 13,079,377 of USA Adults 18 or older purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days are 6.% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 84.2% more likely to use Casinos past yr., 79.8% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

94.0%

88.7%

12,294,63 2

232,489,8 36

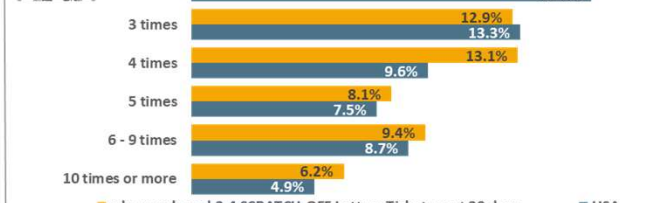
Avg. Monthly QSR Meals:

7.4

6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:

78.9%

76.1%

10,323,15 6

199,395,8 12

Avg. Monthly Sit-Down Restaurant Meals:

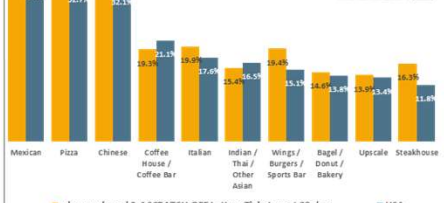
4.3

4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who purchased 3-4 SCRATCH-OFF Lottery Tickets past... 2,306,768 17.6%

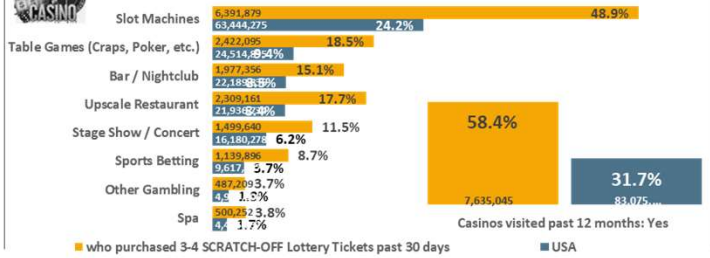
USA 17.4%

Drank Past 30-days: Adults 18 or older



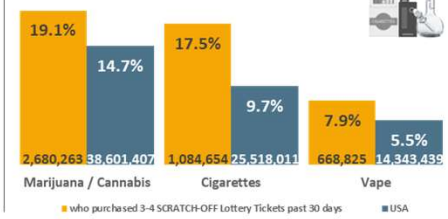
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times



6.5% or 16,947,589 of USA Adults 18 or older purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days are 6.1% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 95.3% more likely to use Casinos past yr., 169.7% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.1% 88.7%

15,949,673 232,489,836

Avg. Monthly QSR Meals: 8.3 6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 81.2% 76.1%

13,768,388 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.5 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who purchased 5+ SCRATCH-OFF Lottery Tickets past... 3,500,972 20.7%

USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



73.2% or 191,877,369 of USA Adults 18 or older did not purchase SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days are 1.7% less likely to use QSRs past mo., 2.1% less likely to use Sit-Down Restaurants past mo., 23.5% less likely to use Casinos past yr., 28.6% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

87.2% 88.7%

167,263,627 232,489,836

Avg. Monthly QSR Meals:

6.1 6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:

74.5% 76.1%

142,885,318 199,395,812

Avg. Monthly Sit-Down Restaurant Meals:

3.9 4.0

Top-10 Cuisines: Adults 18 or older

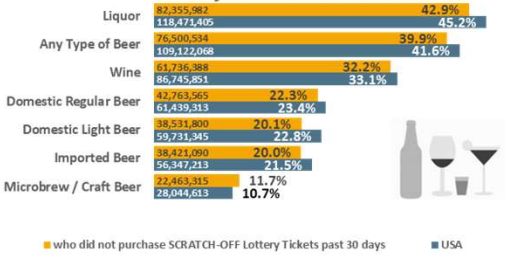
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

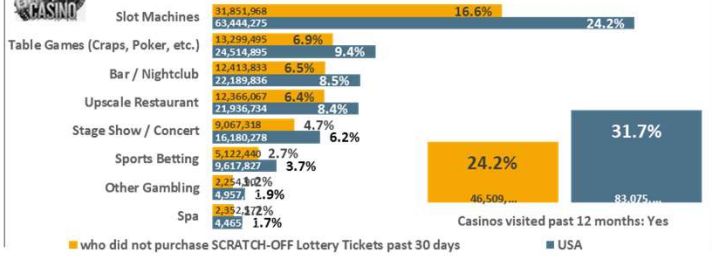


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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No. of times bought scratch-off lottery ticket past 30 days: None

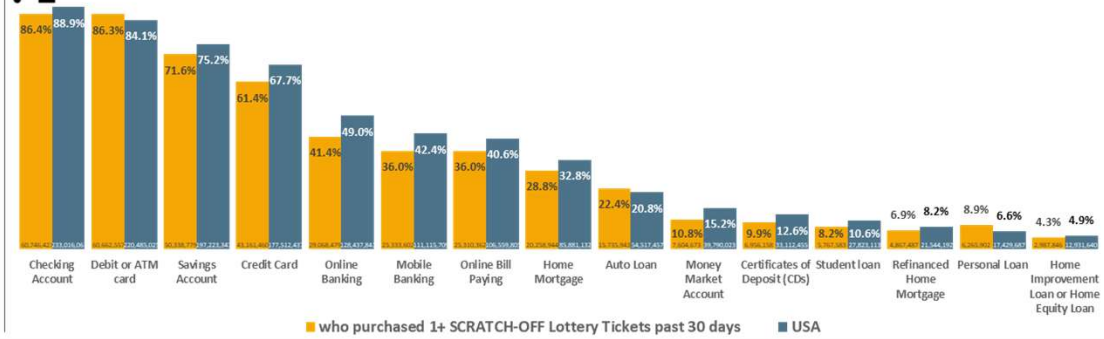


26.8% or 70,297,131 of USA Adults 18 or older purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days are 8.2% less likely to have a 401K, 7.6% more likely to have an Auto Loan, 20.6% less likely to Invest/Trade Stocks Online, 18.% more likely to pay with their Debit Card.

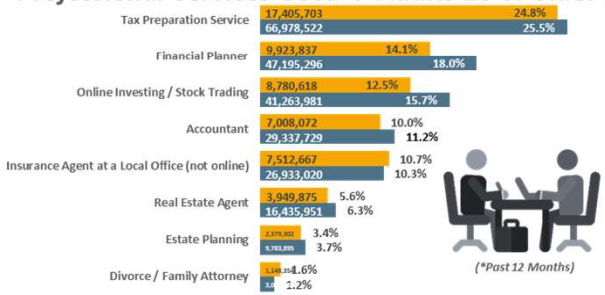
Investments Owned: Adults 18 or older



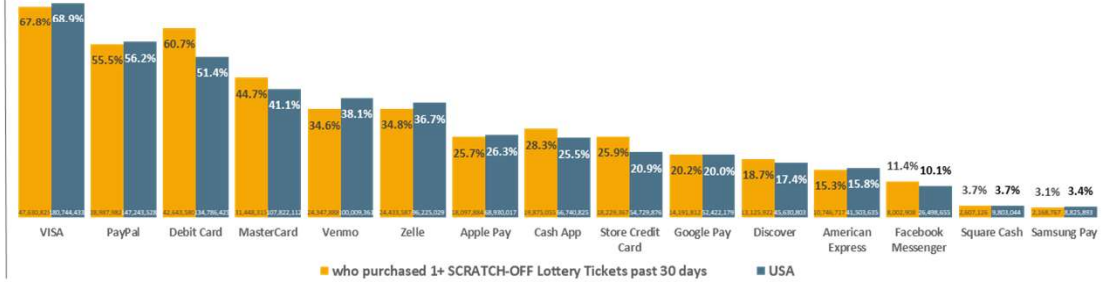
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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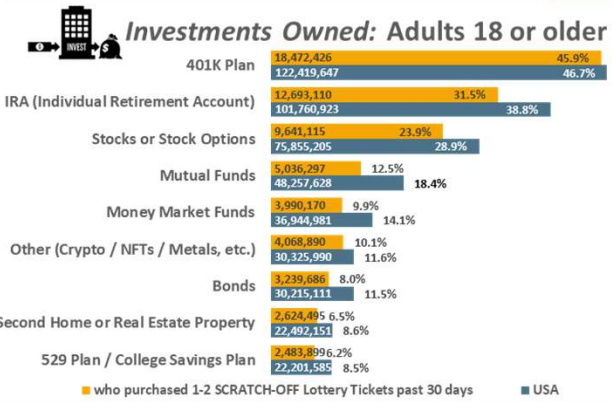
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

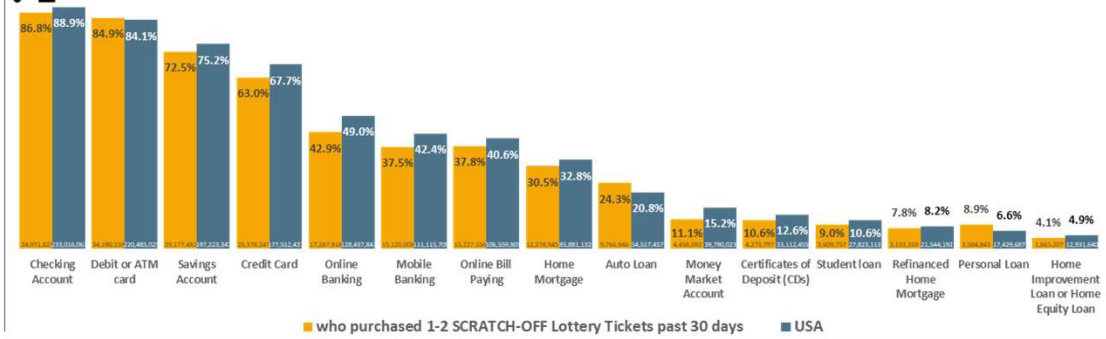


15.4% or 40,270,165 of USA Adults 18 or older purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days are 1.8% less likely to have a 401K, 16.6% more likely to have an Auto Loan, 12.8% less likely to Invest/Trade Stocks Online, 11.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



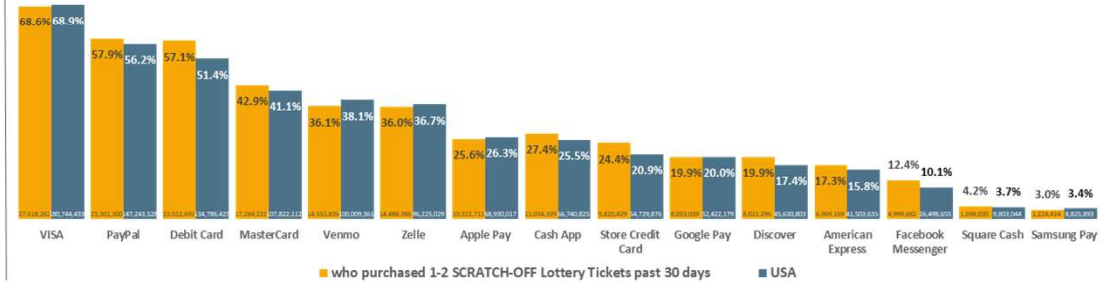
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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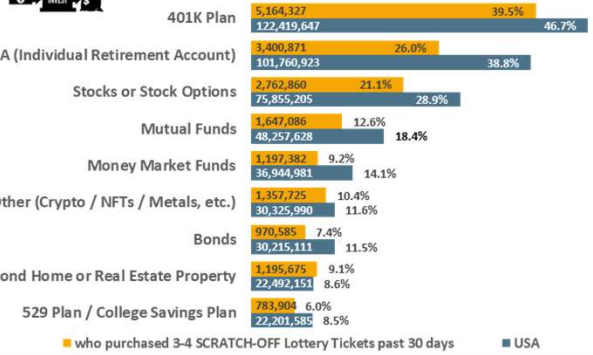
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

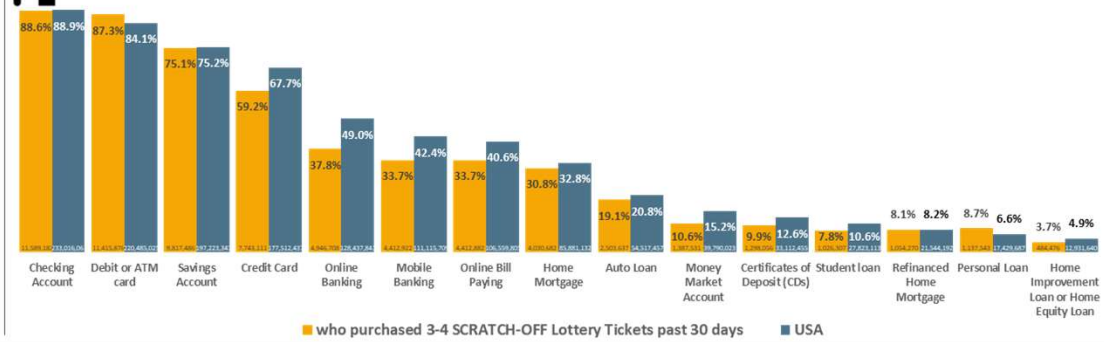


5.% or 13,079,377 of USA Adults 18 or older purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days are 15.4% less likely to have a 401K, 7.9% less likely to have an Auto Loan, 25.4% less likely to Invest/Trade Stocks Online, 20.6% more likely to pay with their Debit Card.

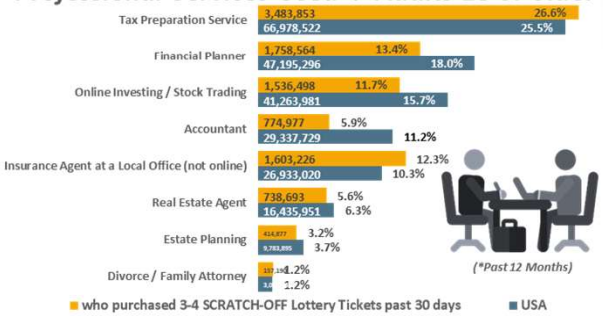
Investments Owned: Adults 18 or older



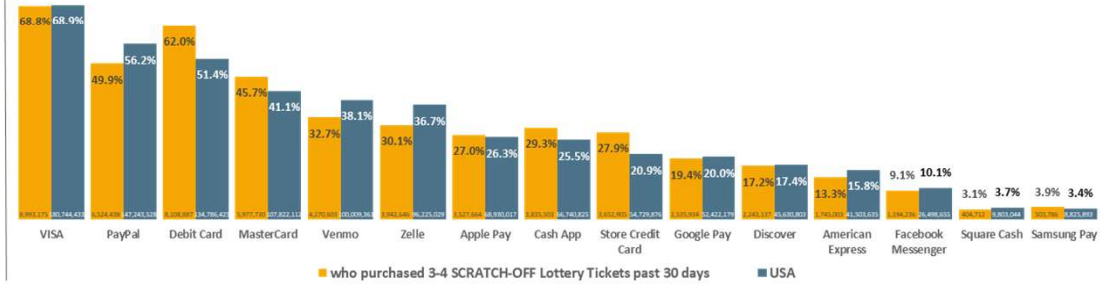
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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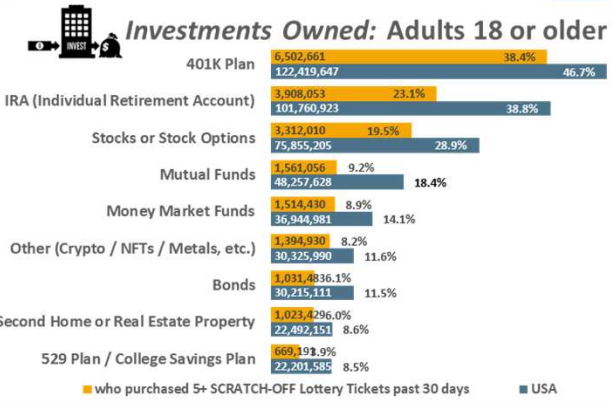
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

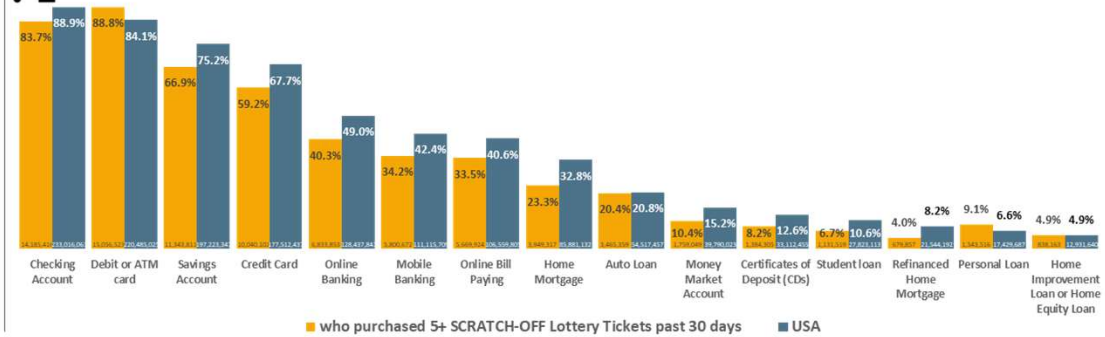


6.5% or 16,947,589 of USA Adults 18 or older purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days are 17.8% less likely to have a 401K, 1.7% less likely to have an Auto Loan, 35.7% less likely to Invest/Trade Stocks Online, 32.2% more likely to pay with their Debit Card.

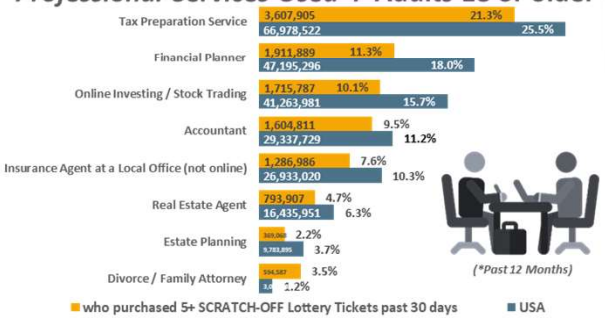
Investments Owned: Adults 18 or older



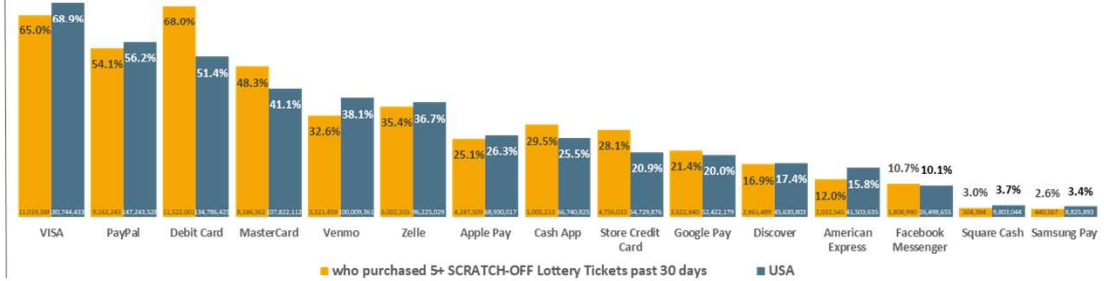
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

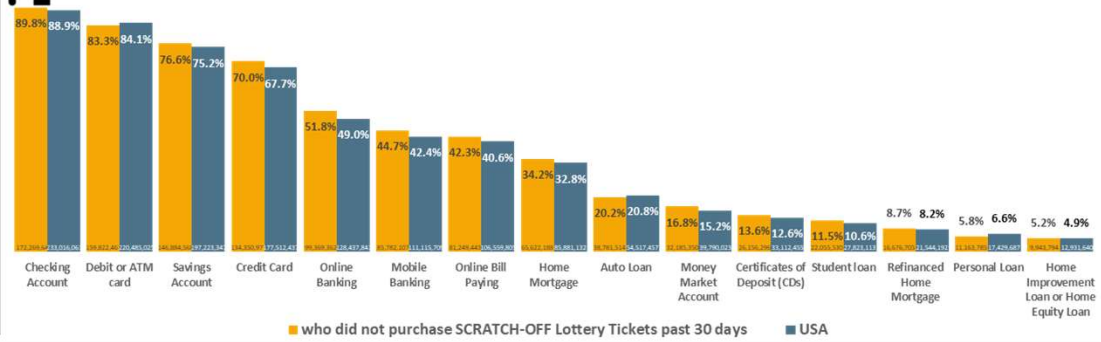


73.2% or 191,877,369 of USA Adults 18 or older did not purchase SCRATCH-OFF Lottery Tickets past 30 days. Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days are 3.% more likely to have a 401K, 2.8% less likely to have an Auto Loan, 7.6% more likely to Invest/Trade Stocks Online, 6.6% less likely to pay with their Debit Card.

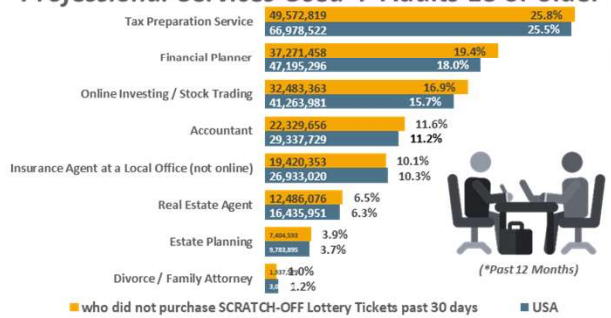
Investments Owned: Adults 18 or older



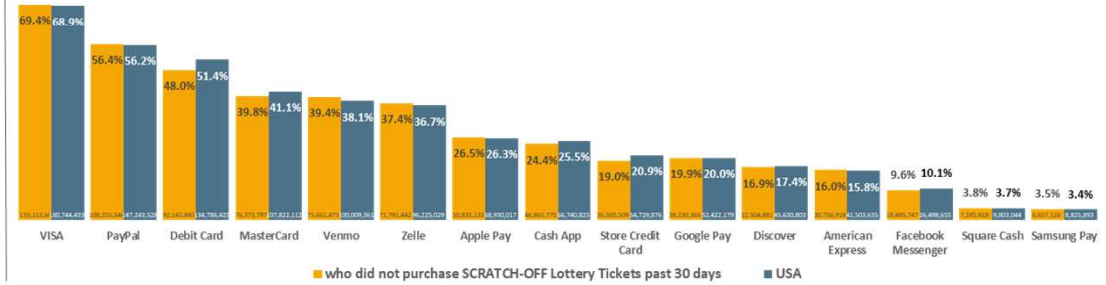
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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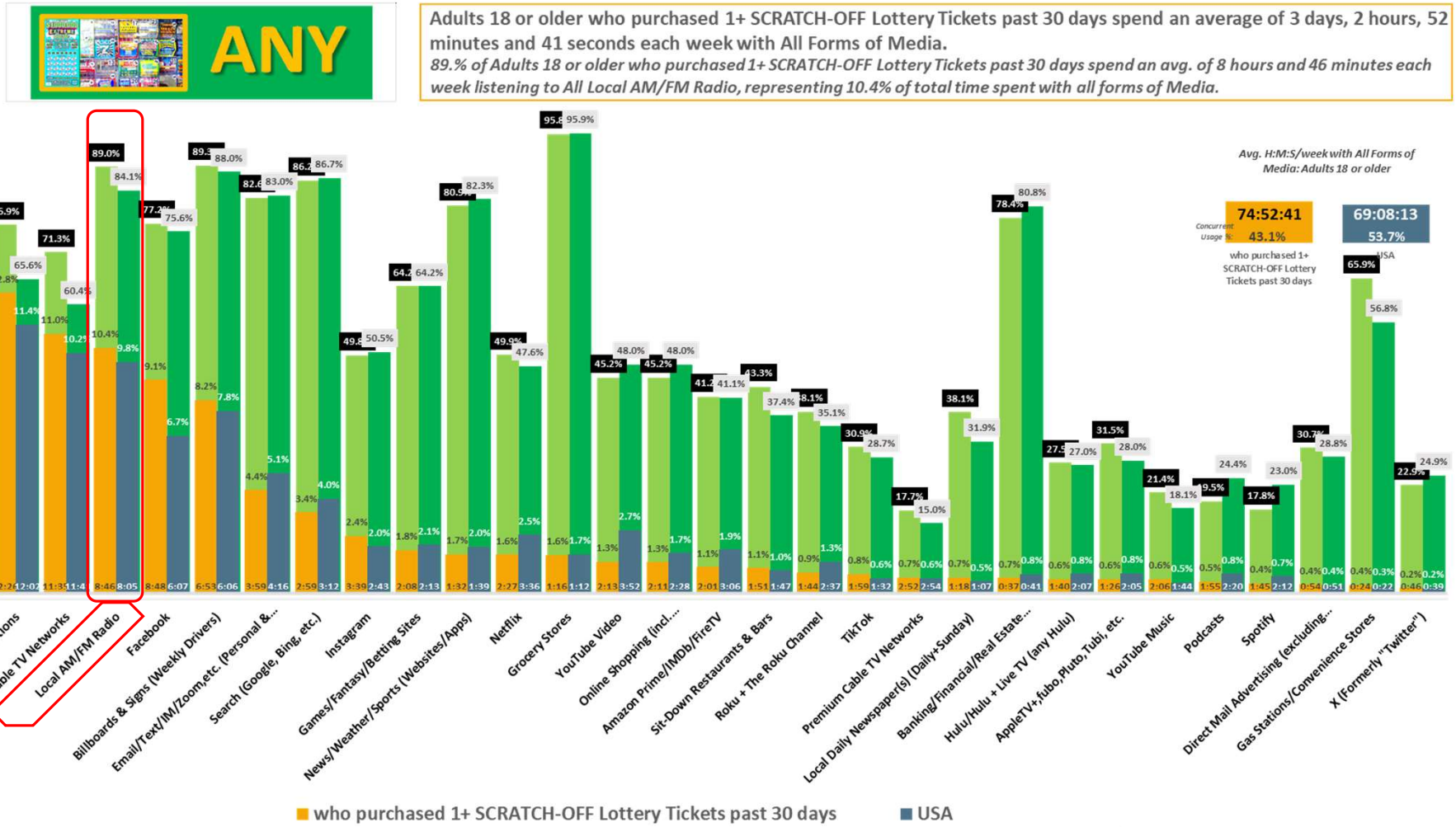
No. of times bought scratch-off lottery ticket past 30 days: None



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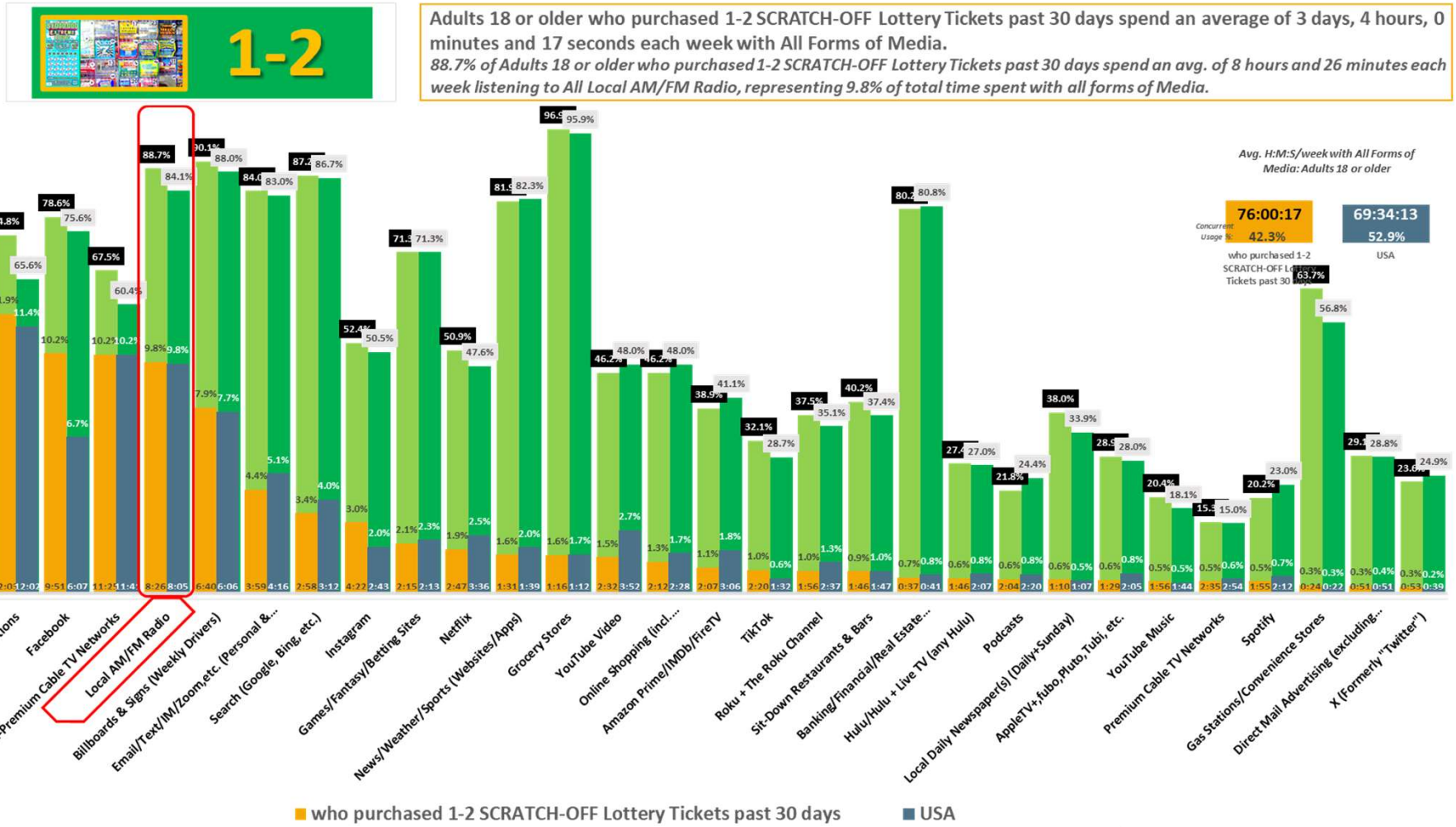
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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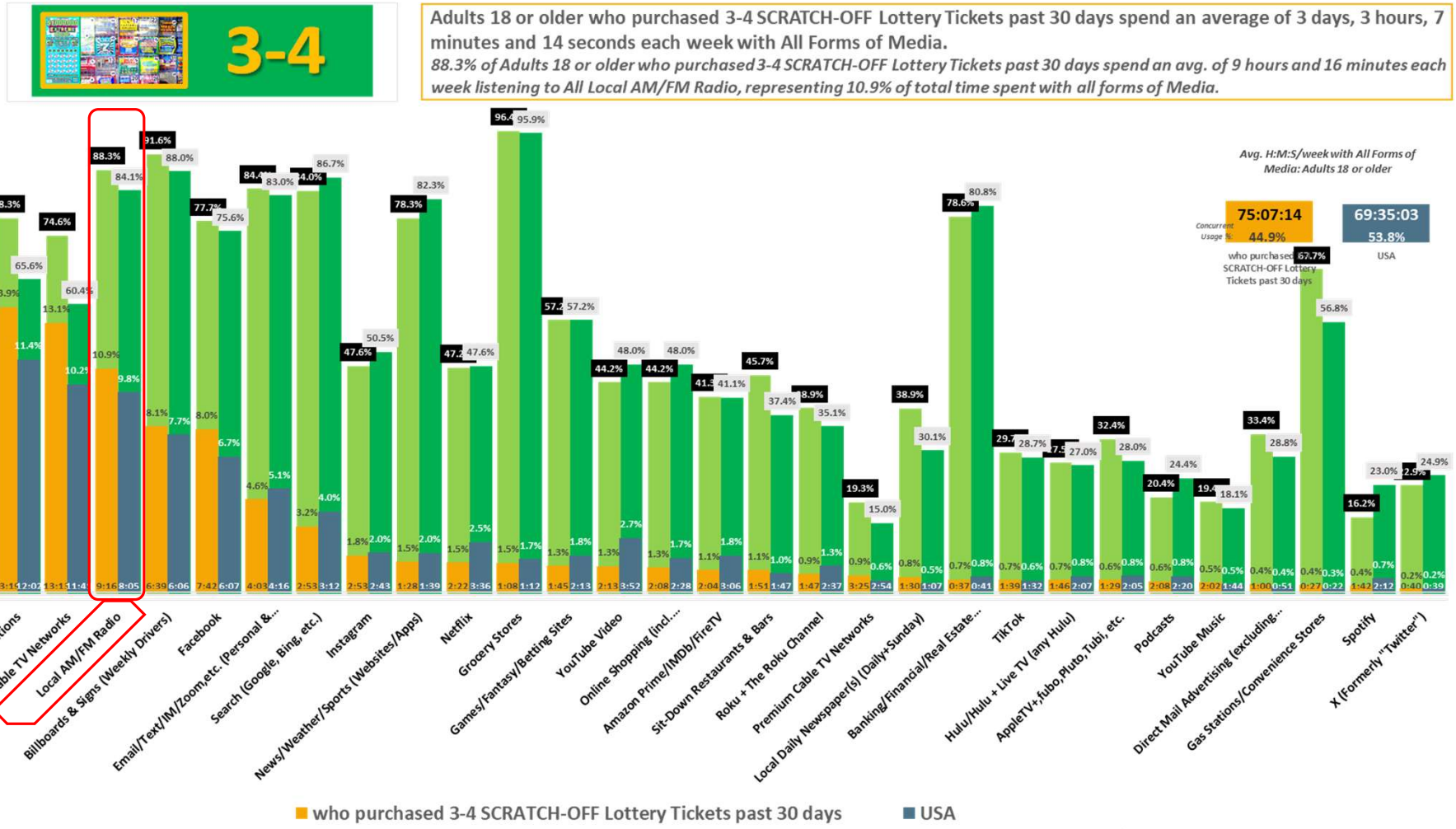
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



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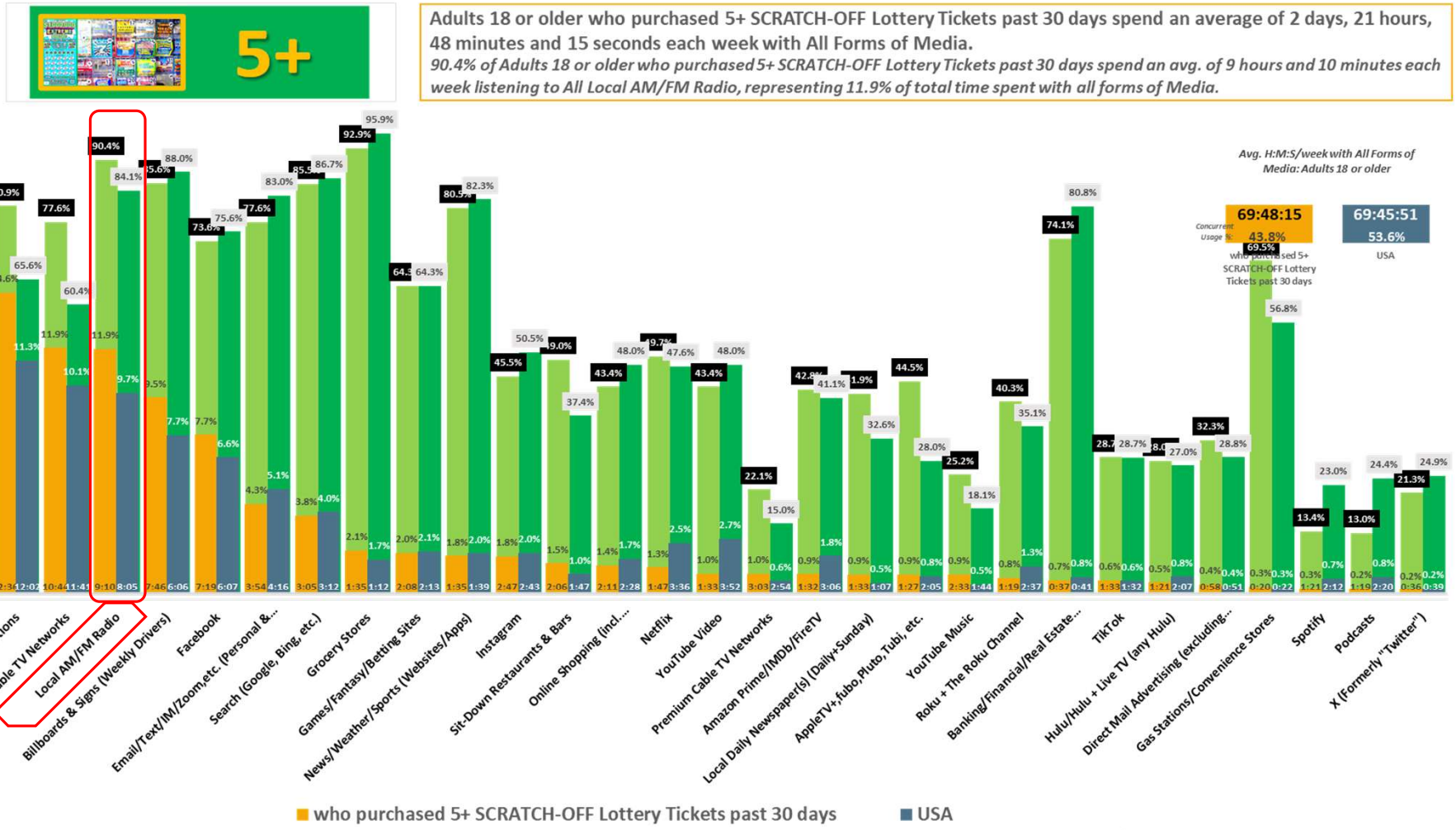
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times



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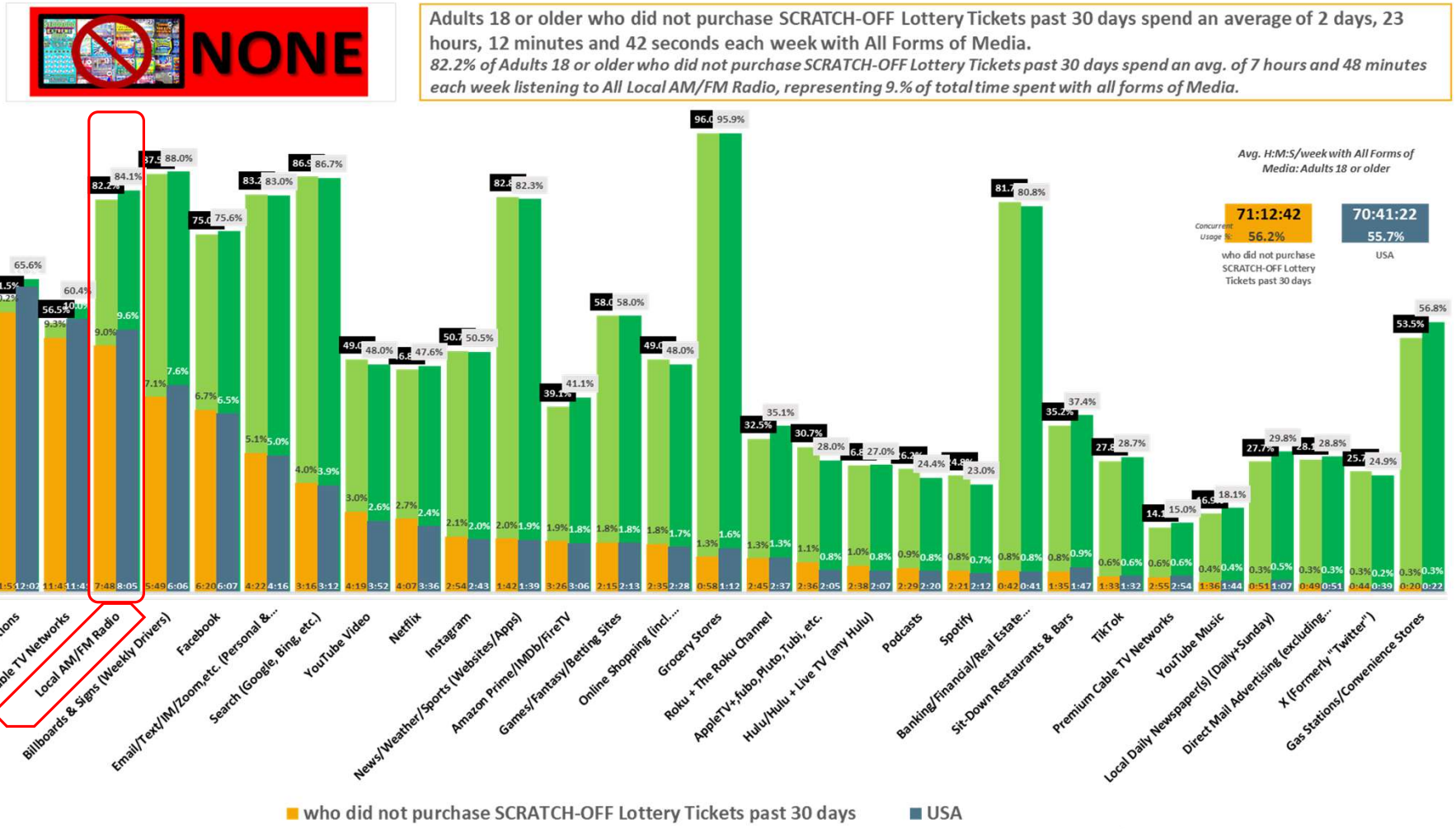
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



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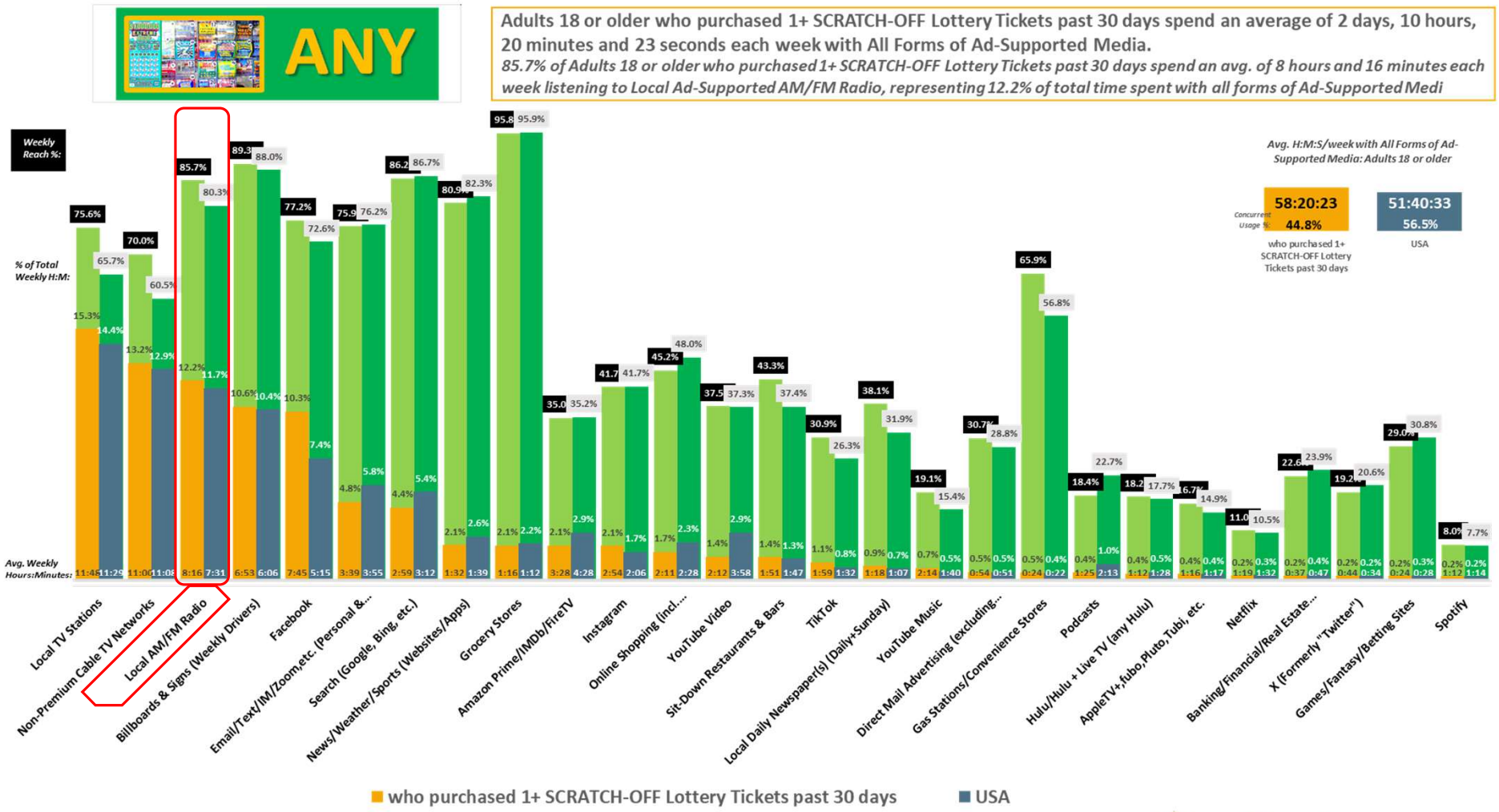
No. of times bought scratch-off lottery ticket past 30 days: None



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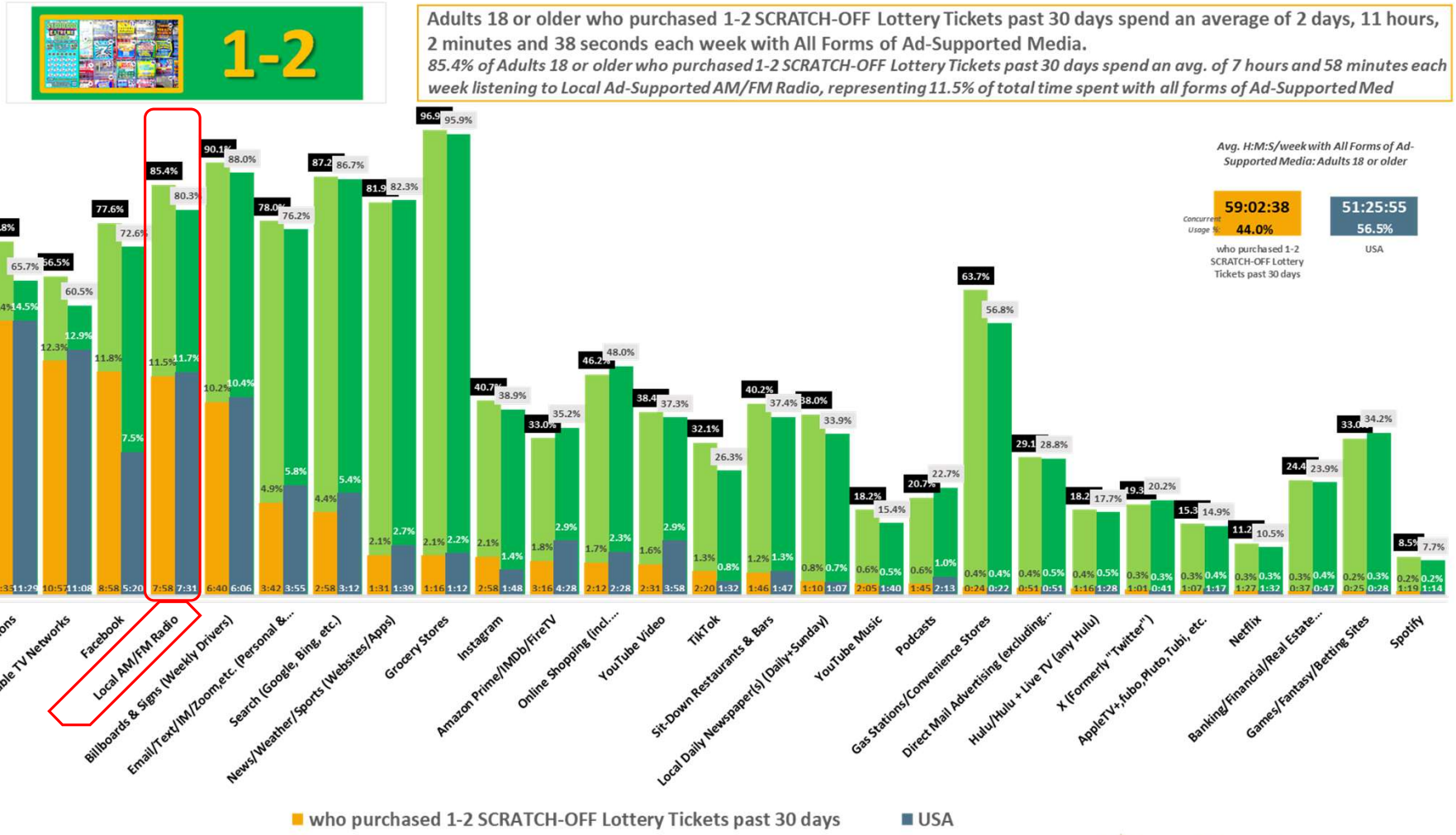
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



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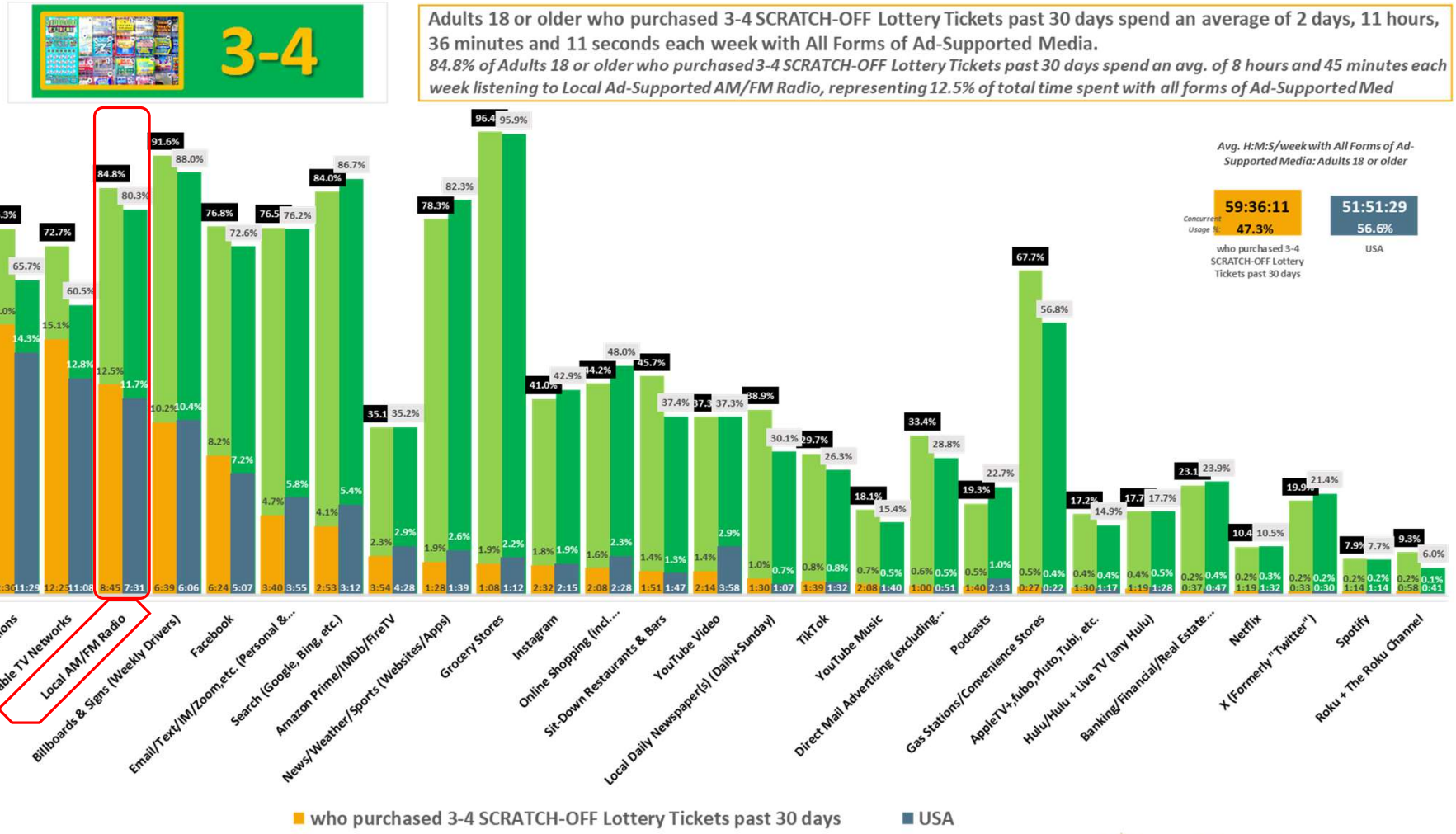
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



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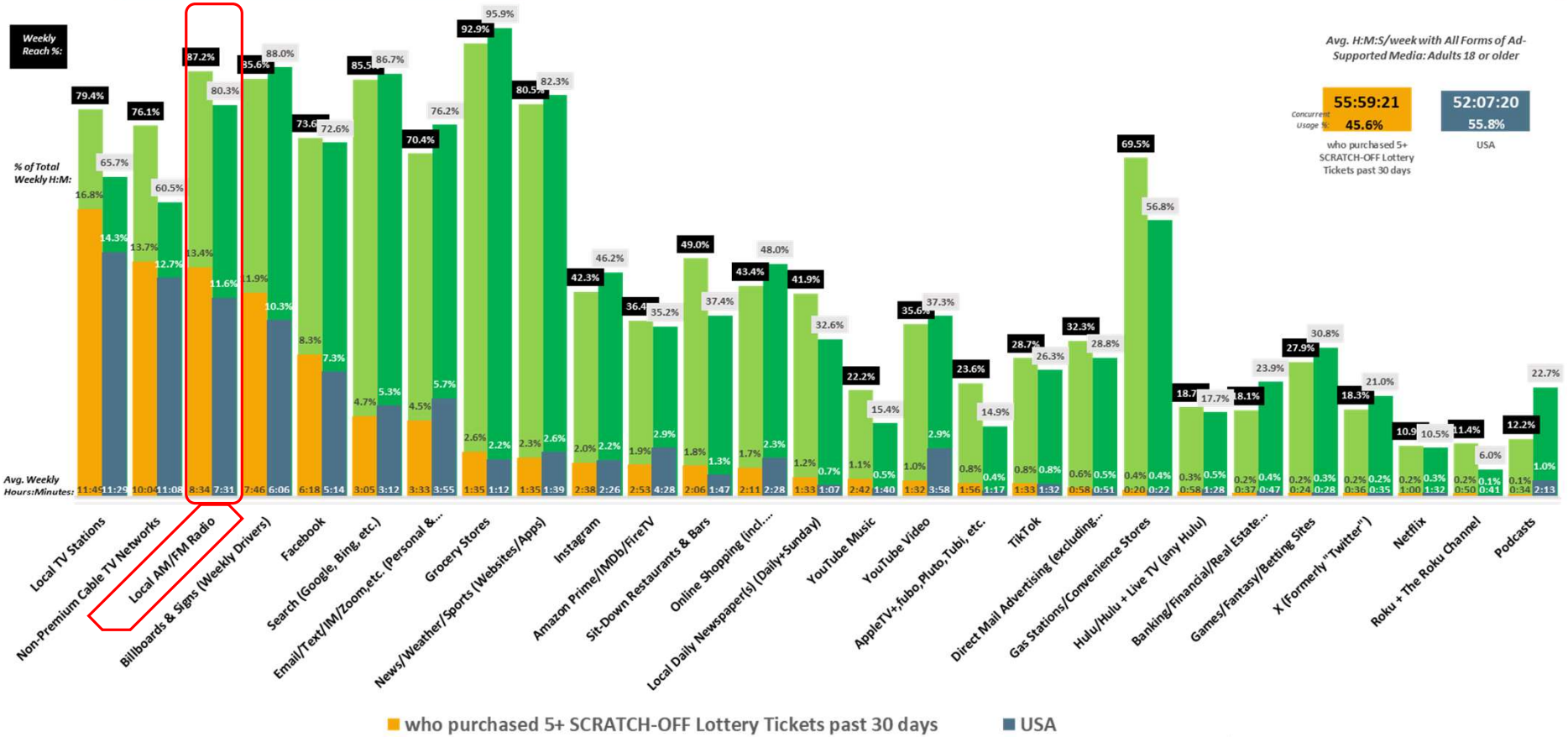
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times



Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days spend an average of 2 days, 7 hours, 59 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

87.2% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days spend an avg. of 8 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Medi



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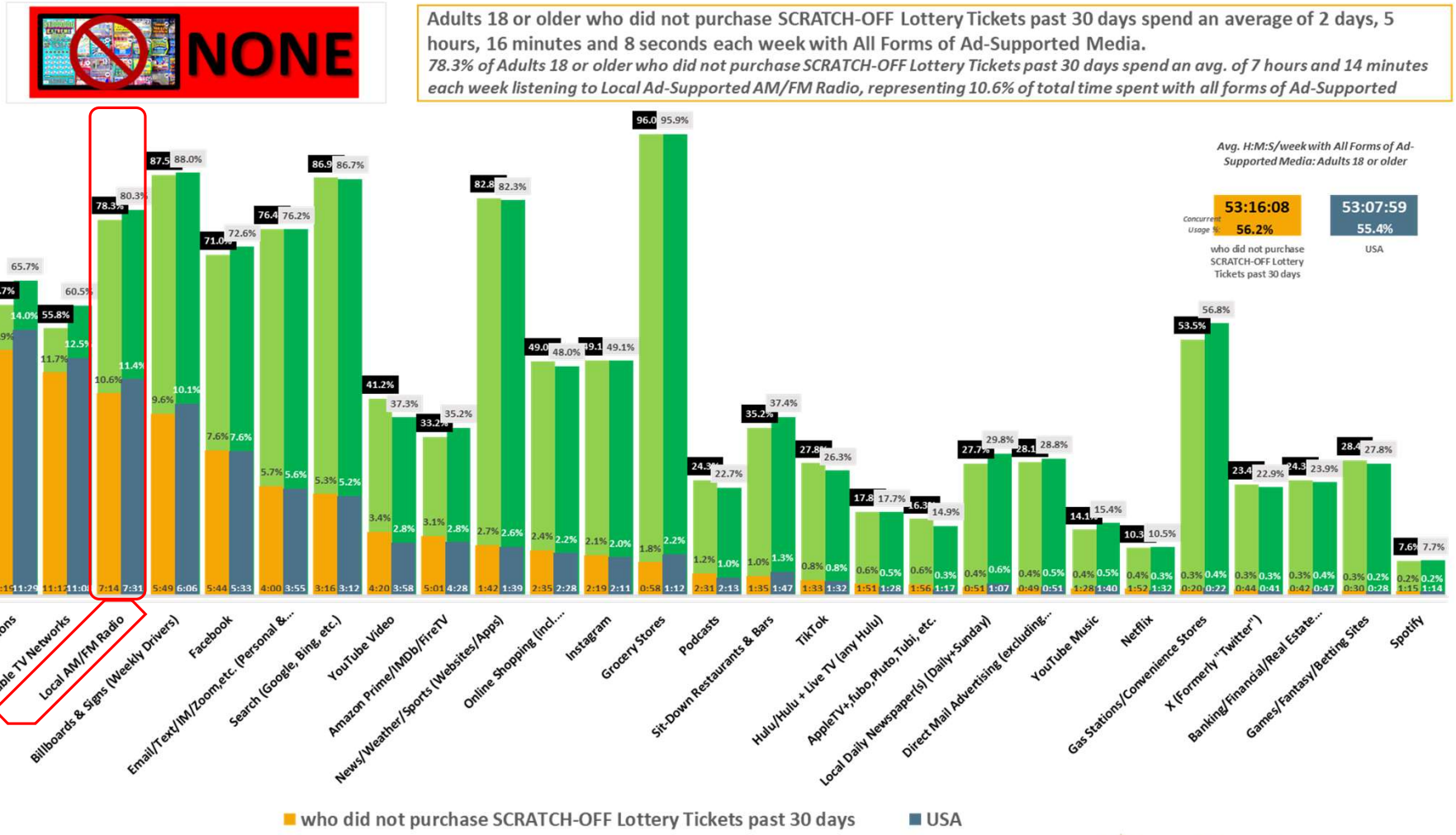
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



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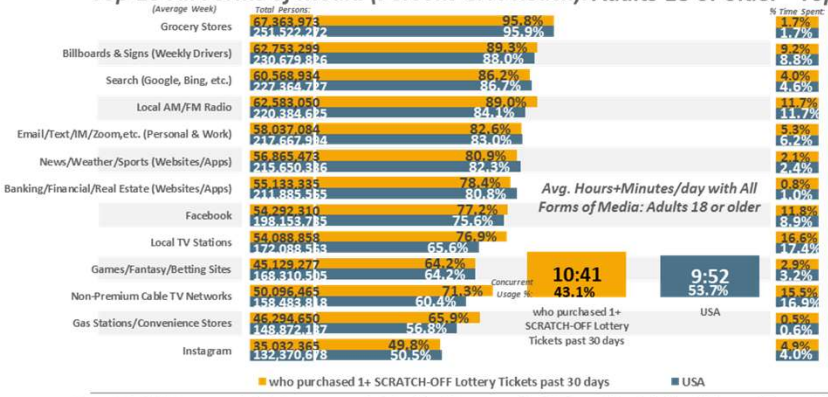
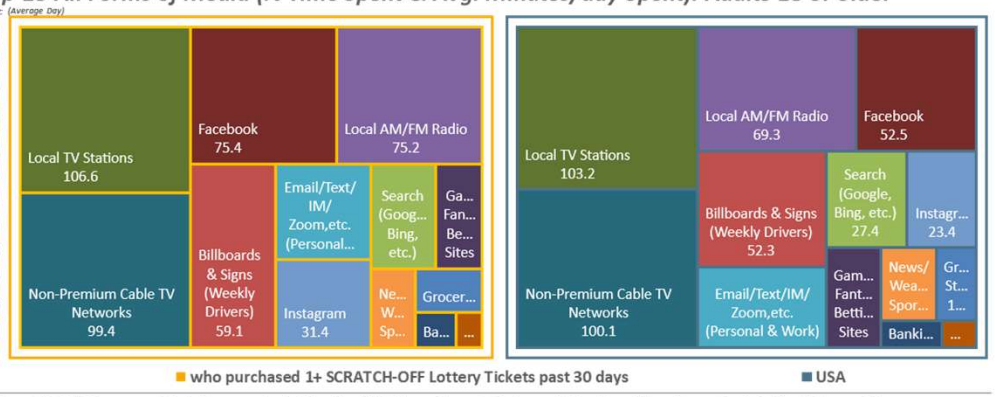
No. of times bought scratch-off lottery ticket past 30 days: None



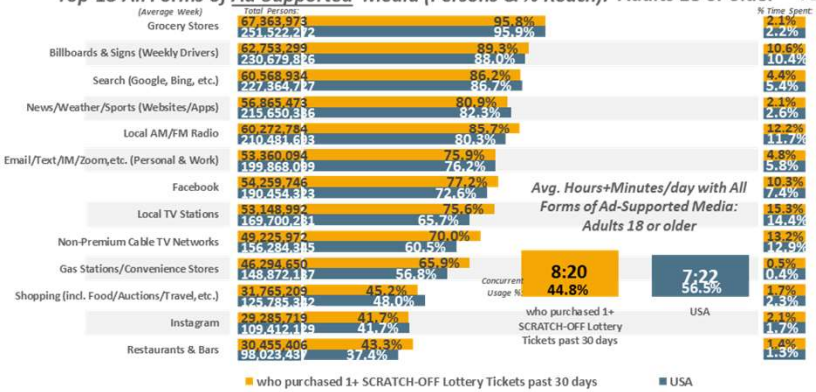
Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 70.9 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

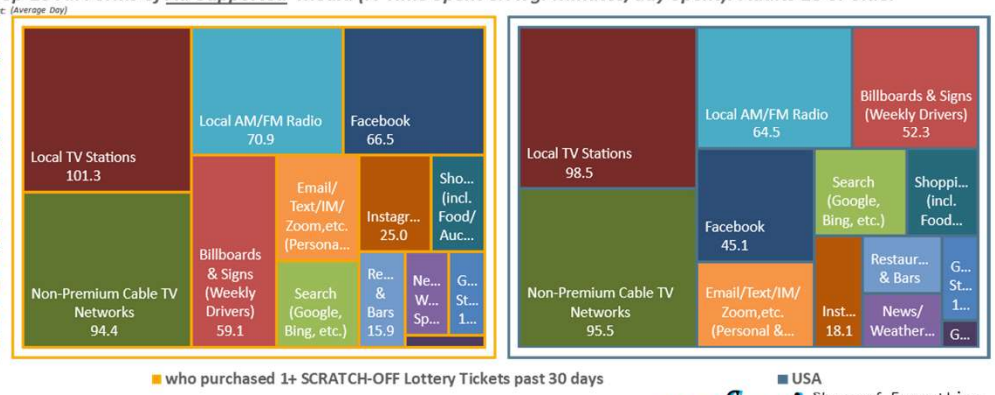
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**





Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**





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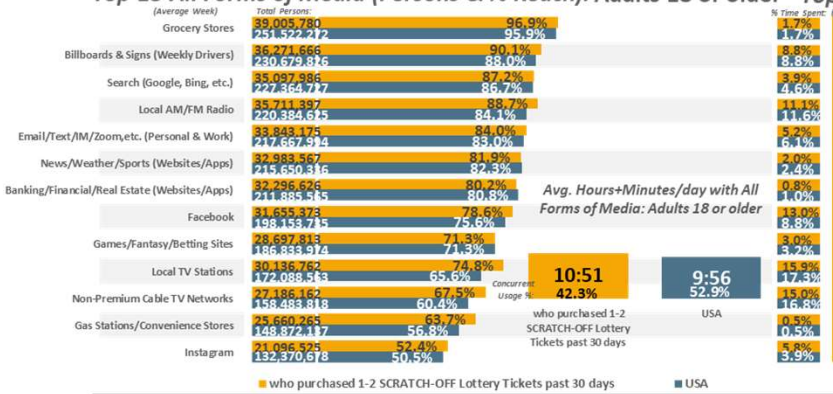
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

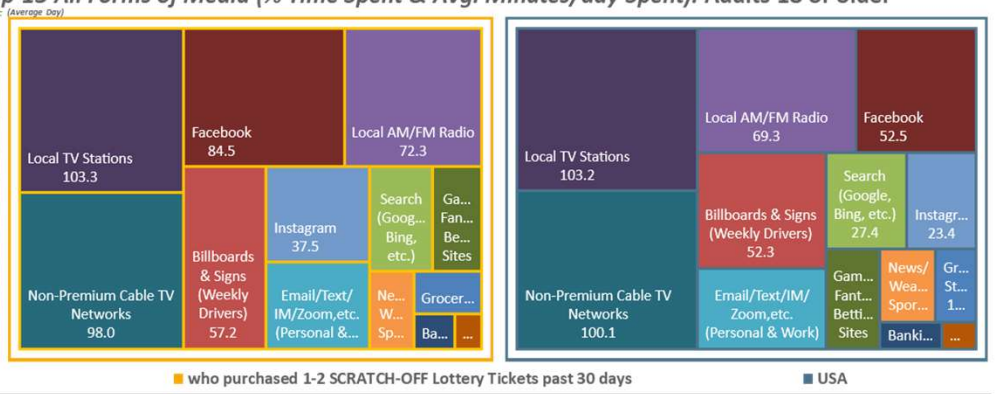


Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

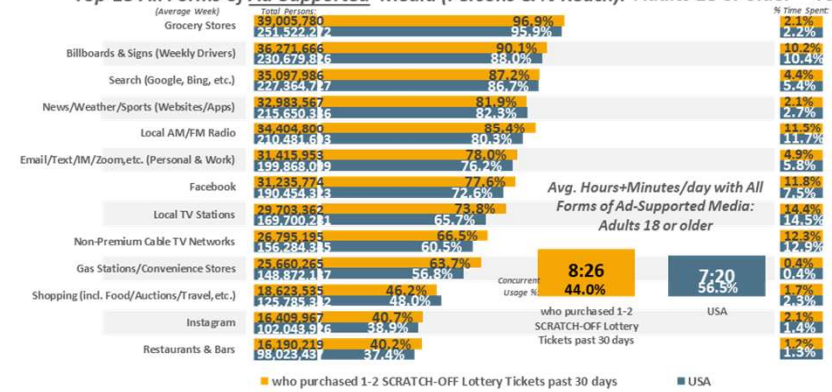
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



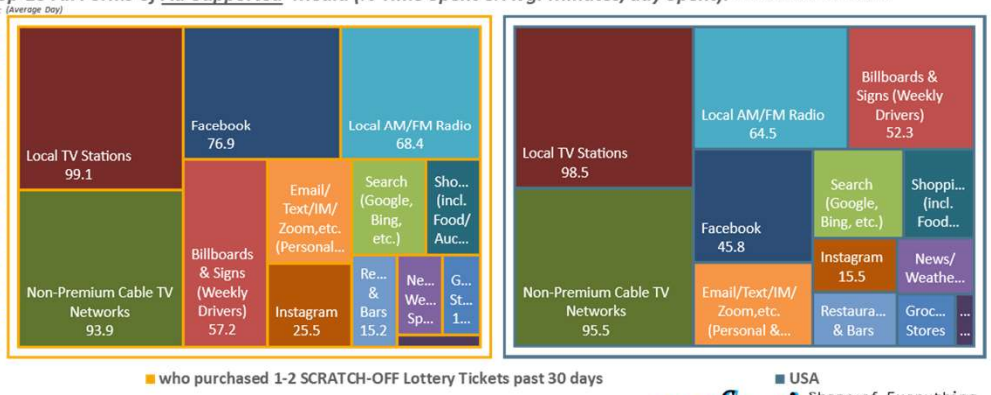
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):* Adults 18 or older**



***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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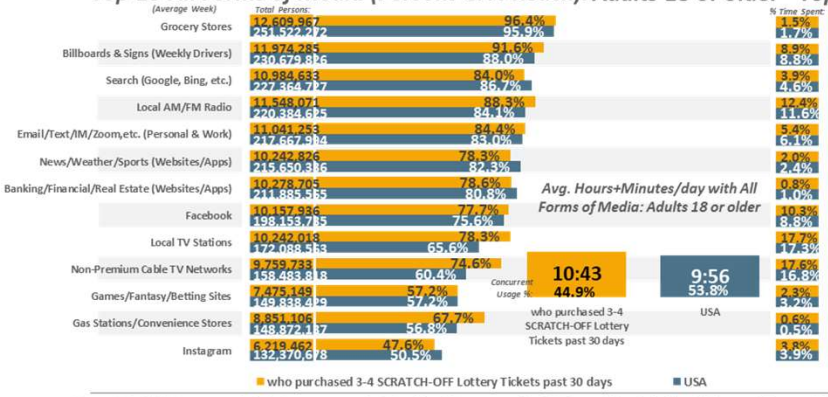
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

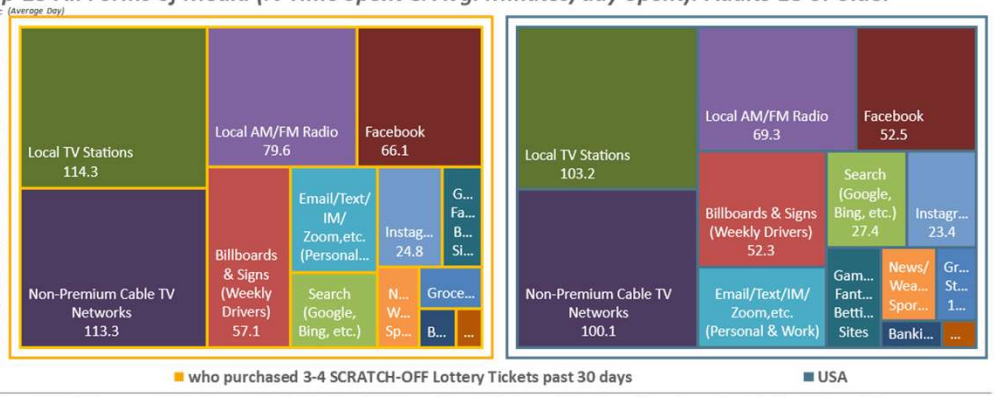


Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 75. minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

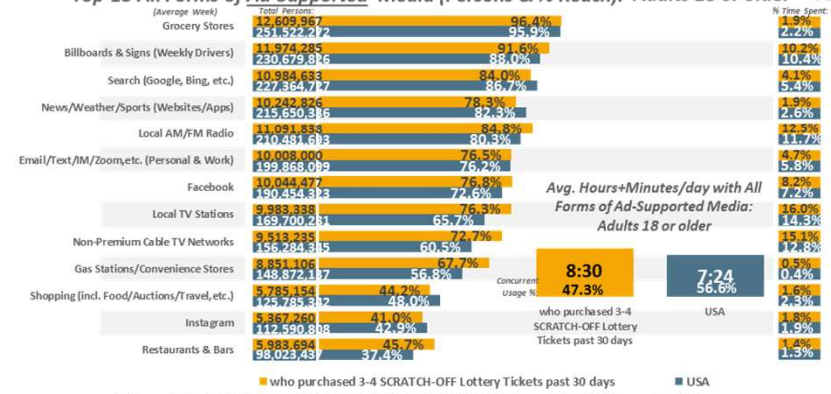
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



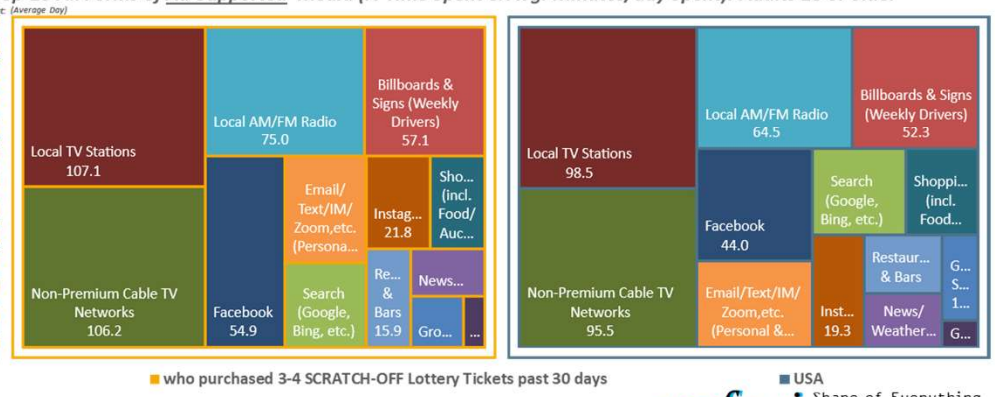
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):* Adults 18 or older**



***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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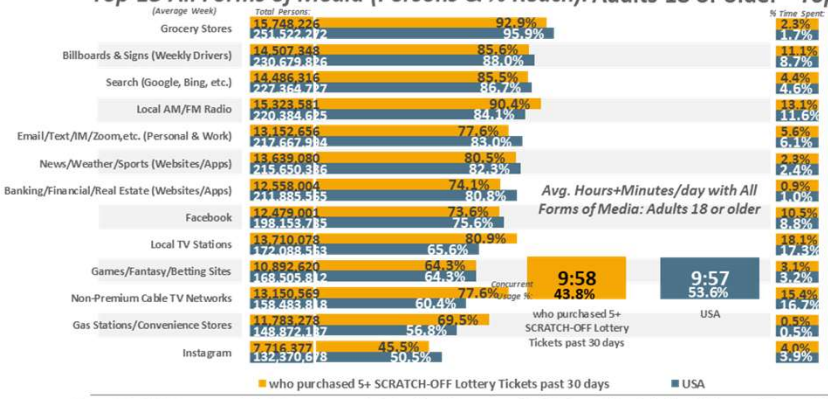
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

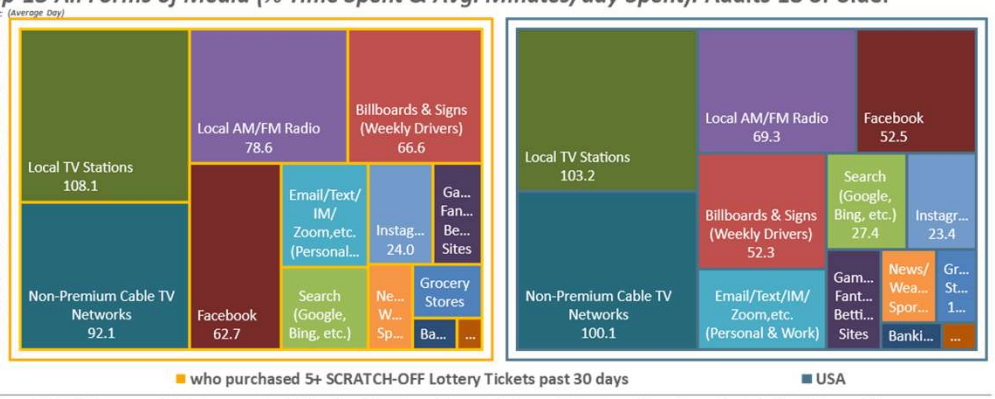


Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 87.2% listen to Local AM/FM Radio for an avg. of 73.6 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

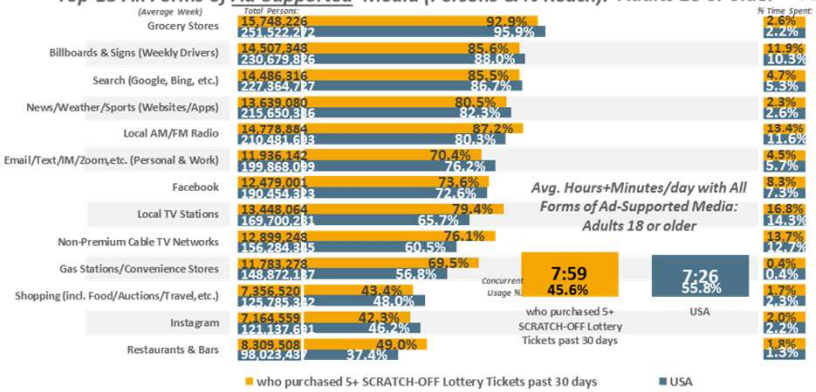
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



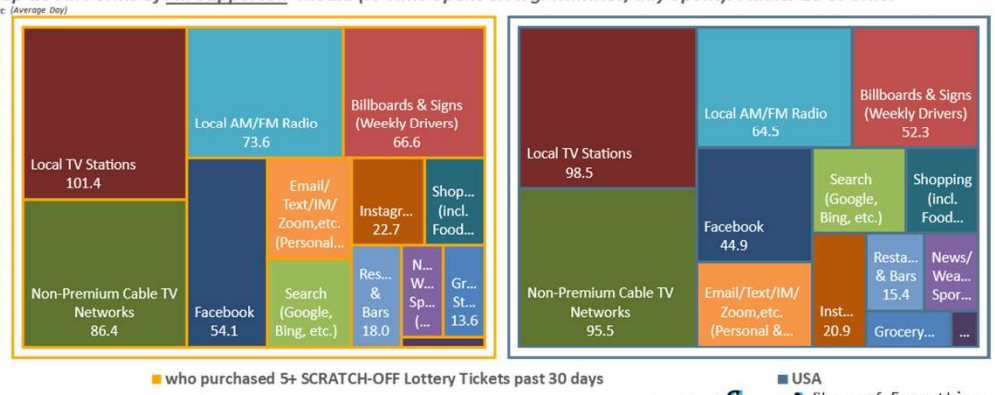
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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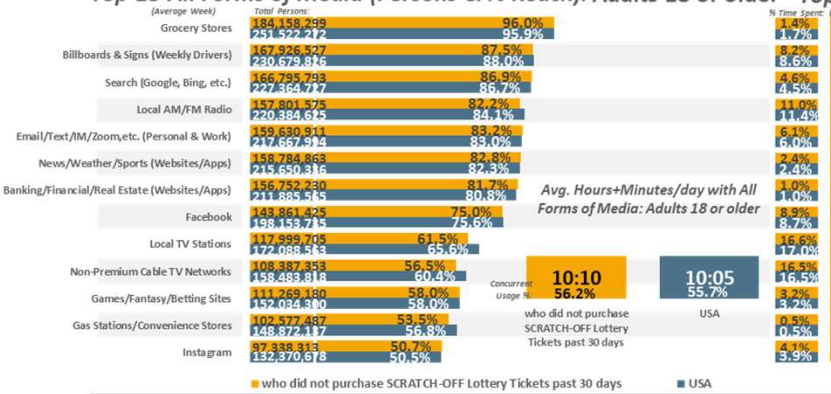
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

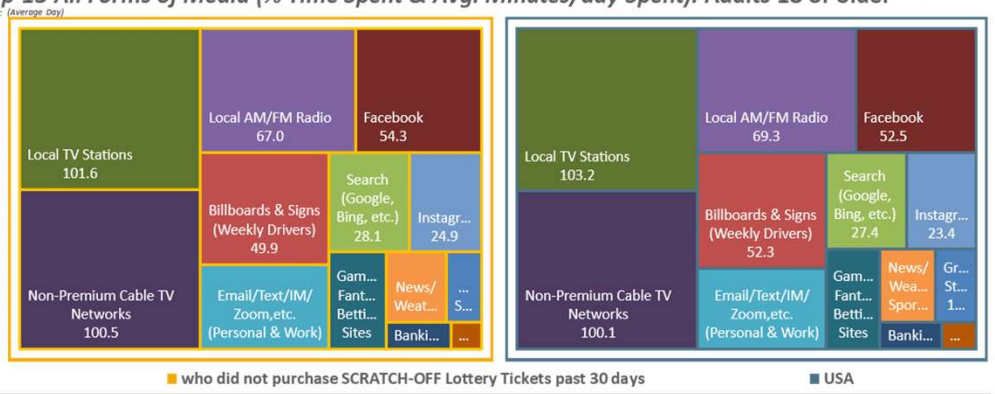


Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

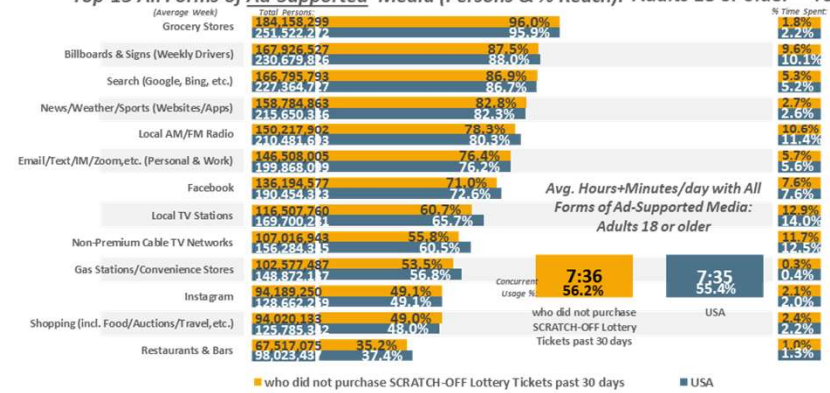
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



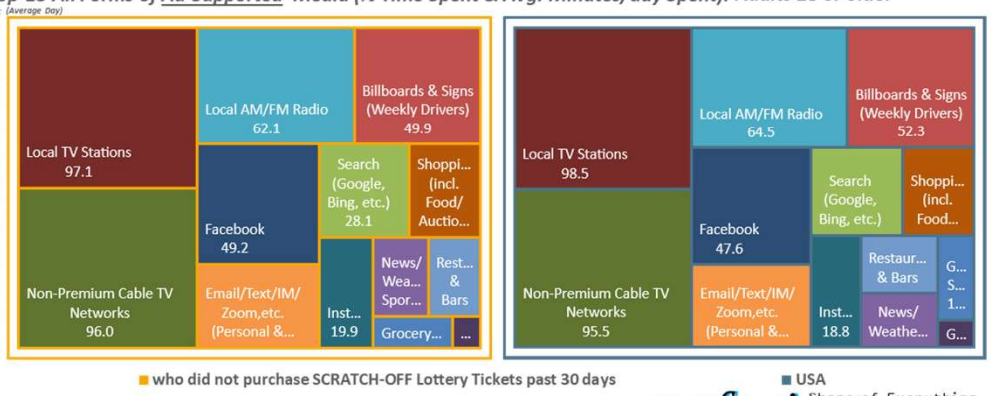
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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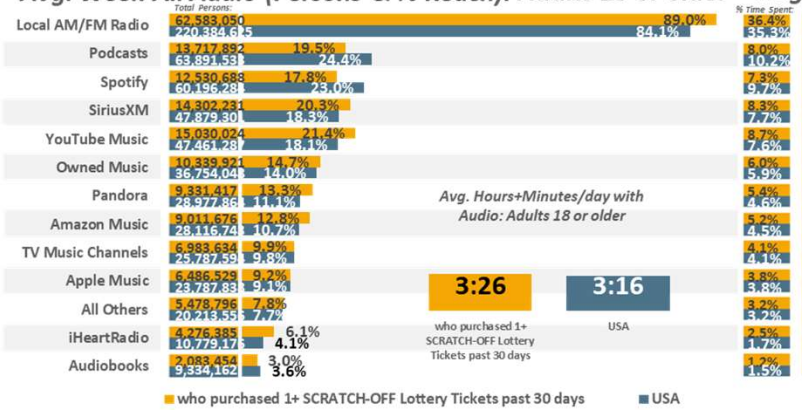
No. of times bought scratch-off lottery ticket past 30 days: None

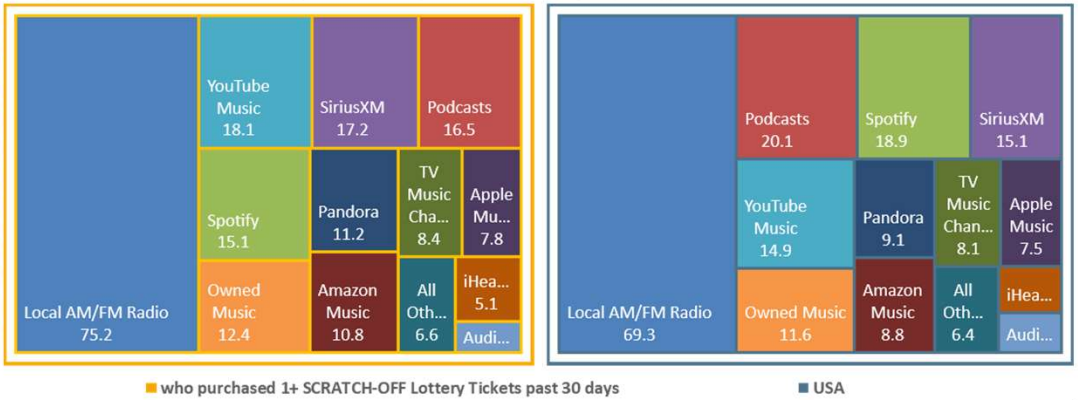


60,272,784 or 85.7% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.9 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.

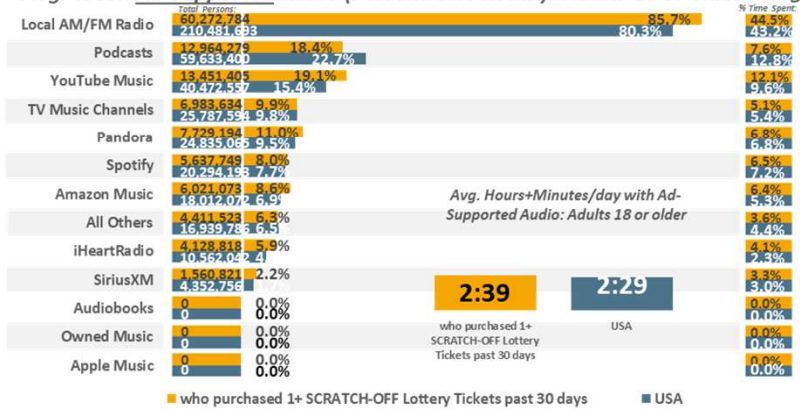
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



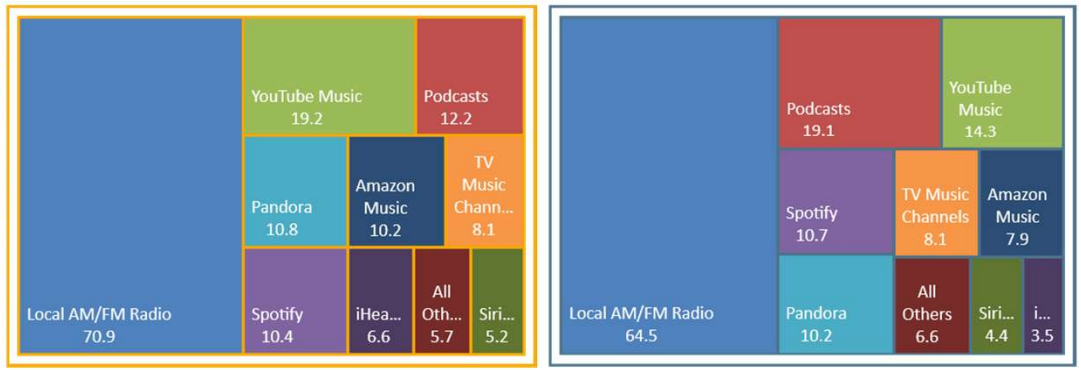
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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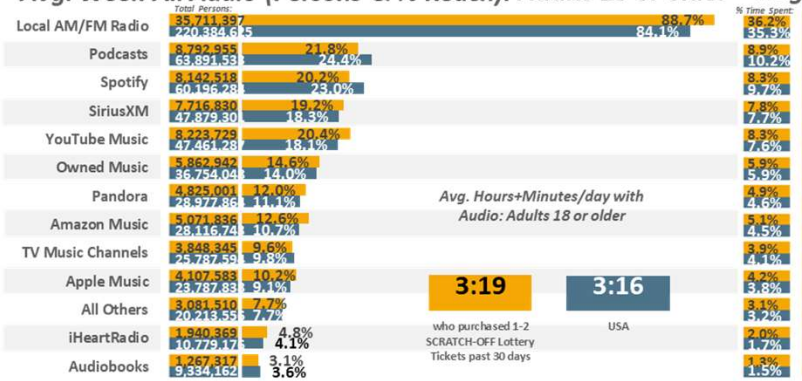
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

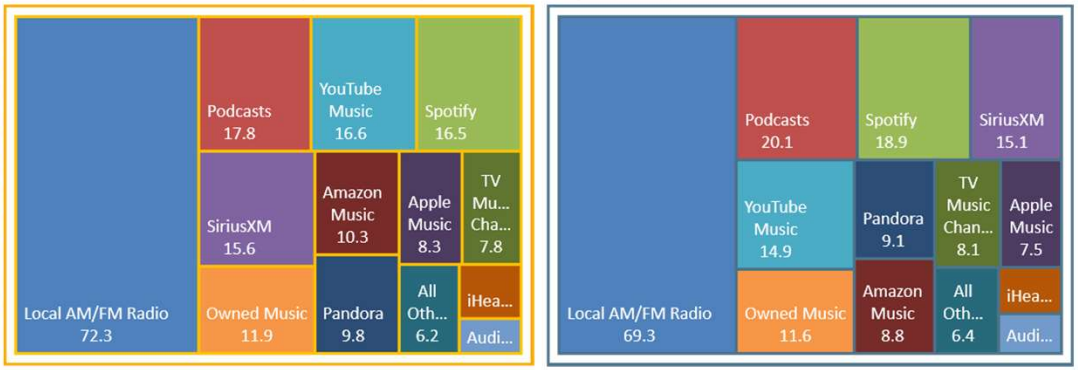


34,404,800 or 85.4% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

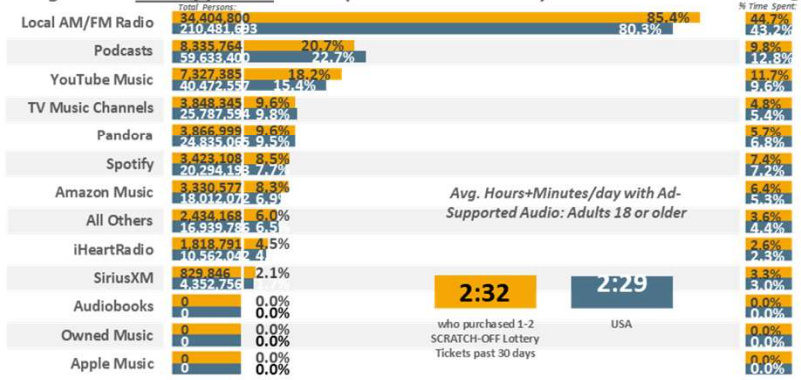
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



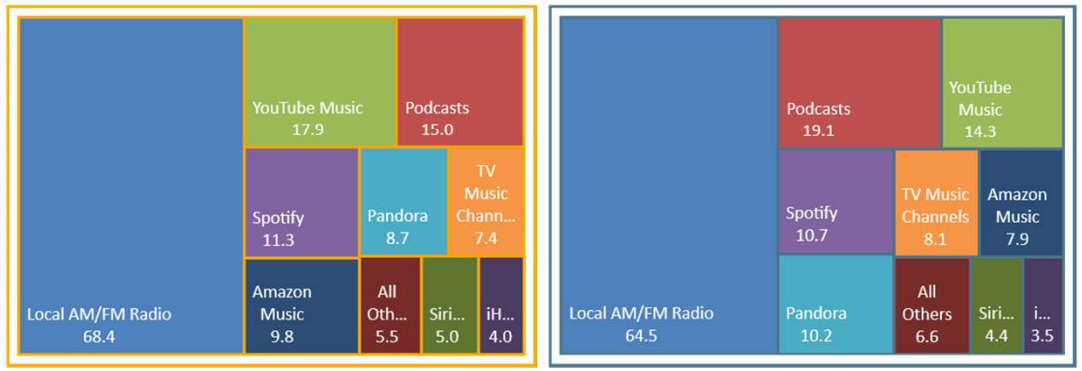
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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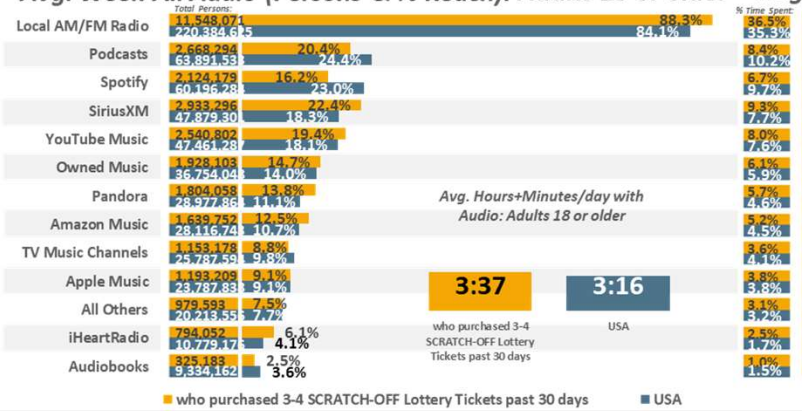
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

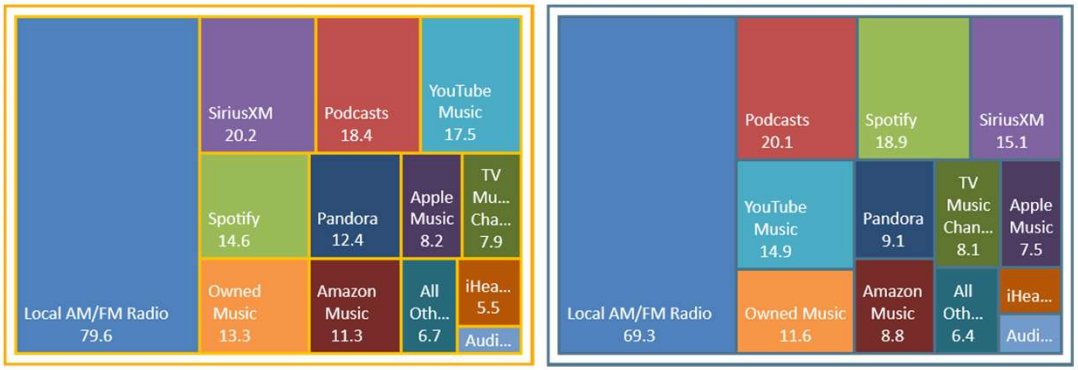


11,091,838 or 84.8% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75. minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

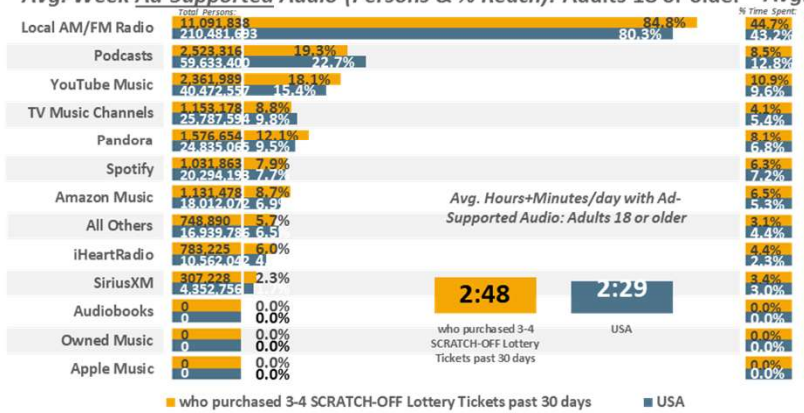
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



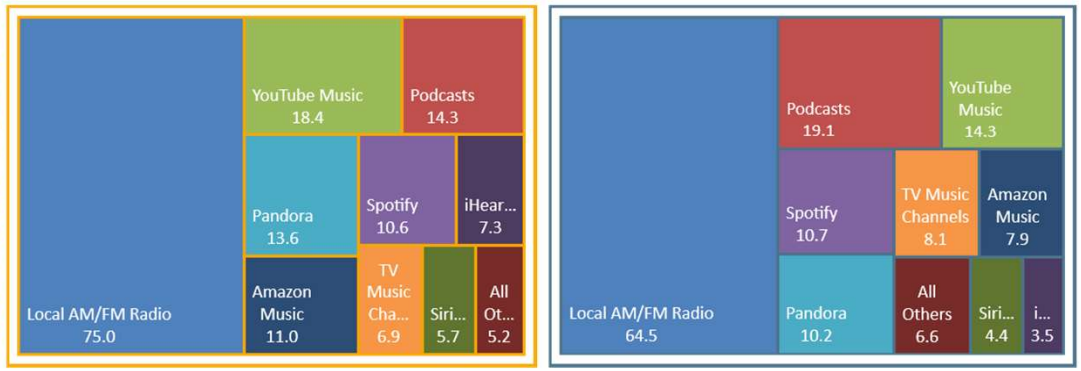
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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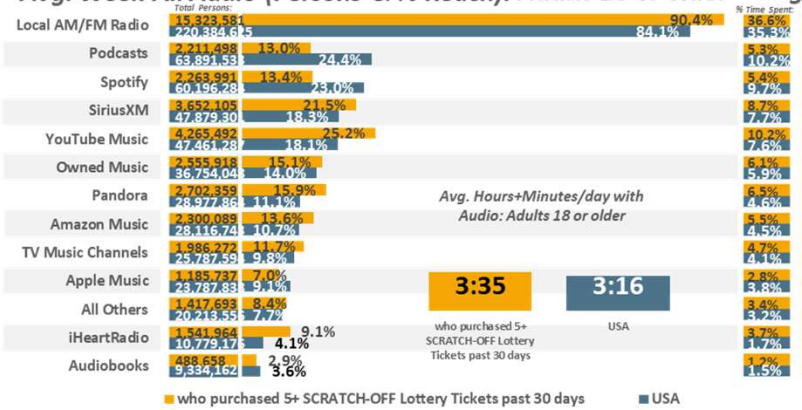
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

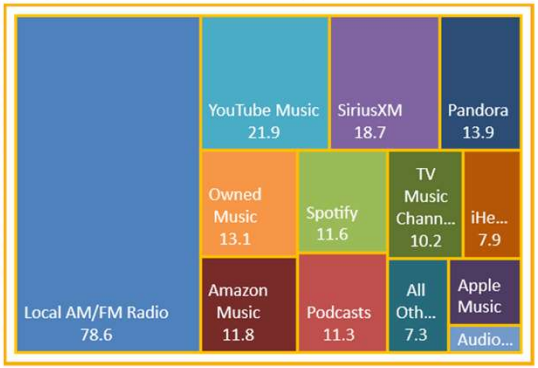


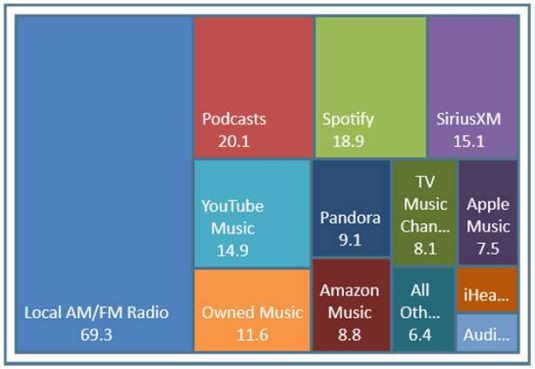
14,778,884 or 87.2% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.6 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

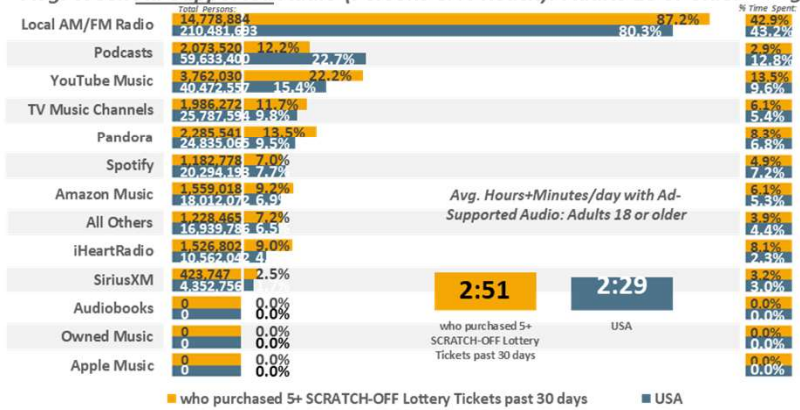


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

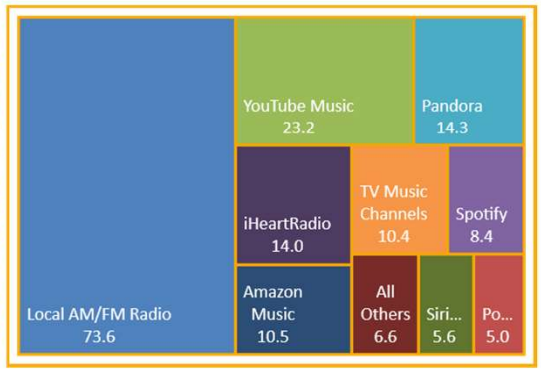


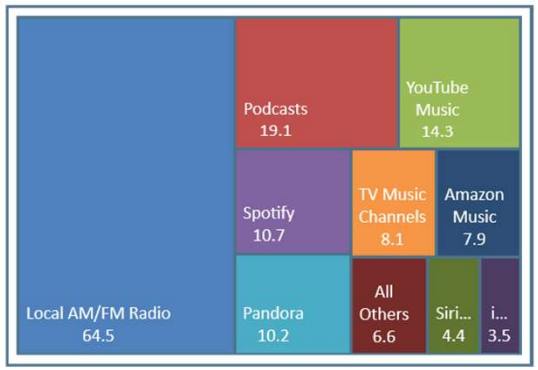


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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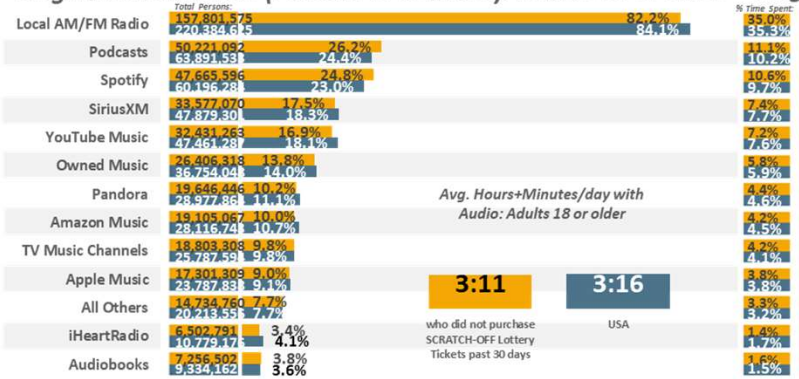
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

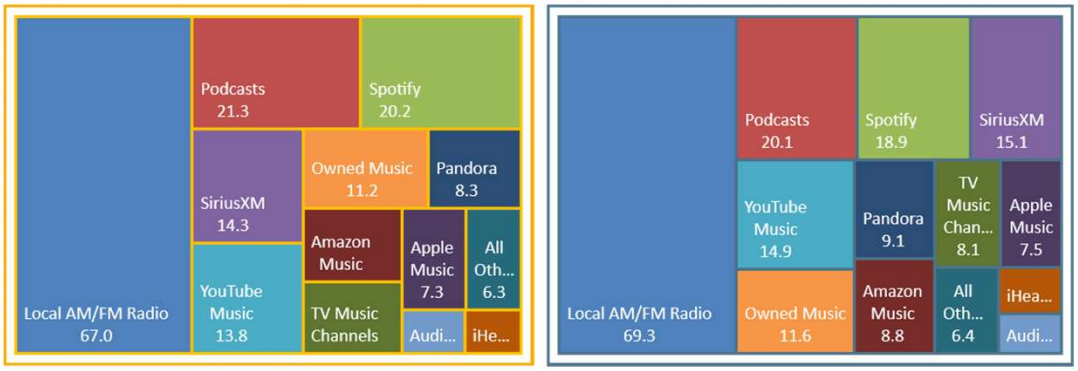


150,217,902 or 78.3% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

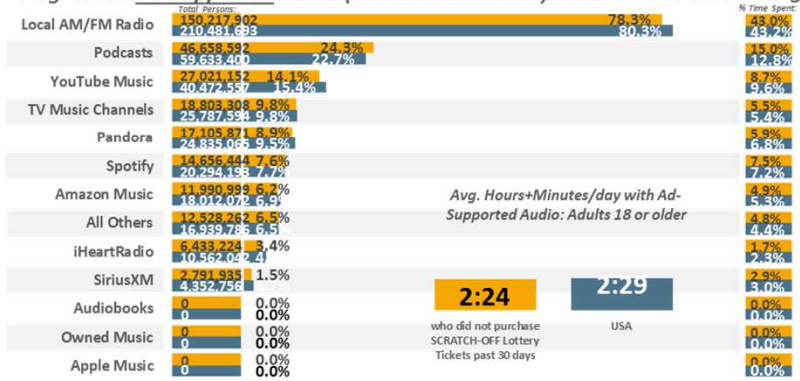
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



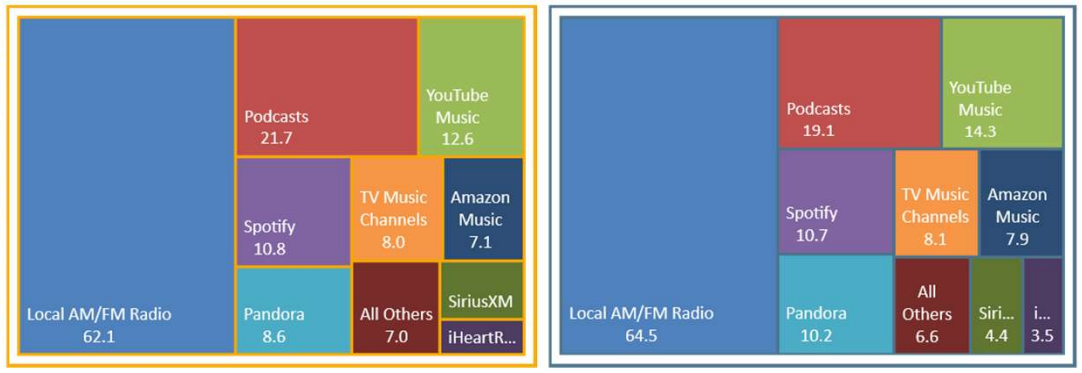
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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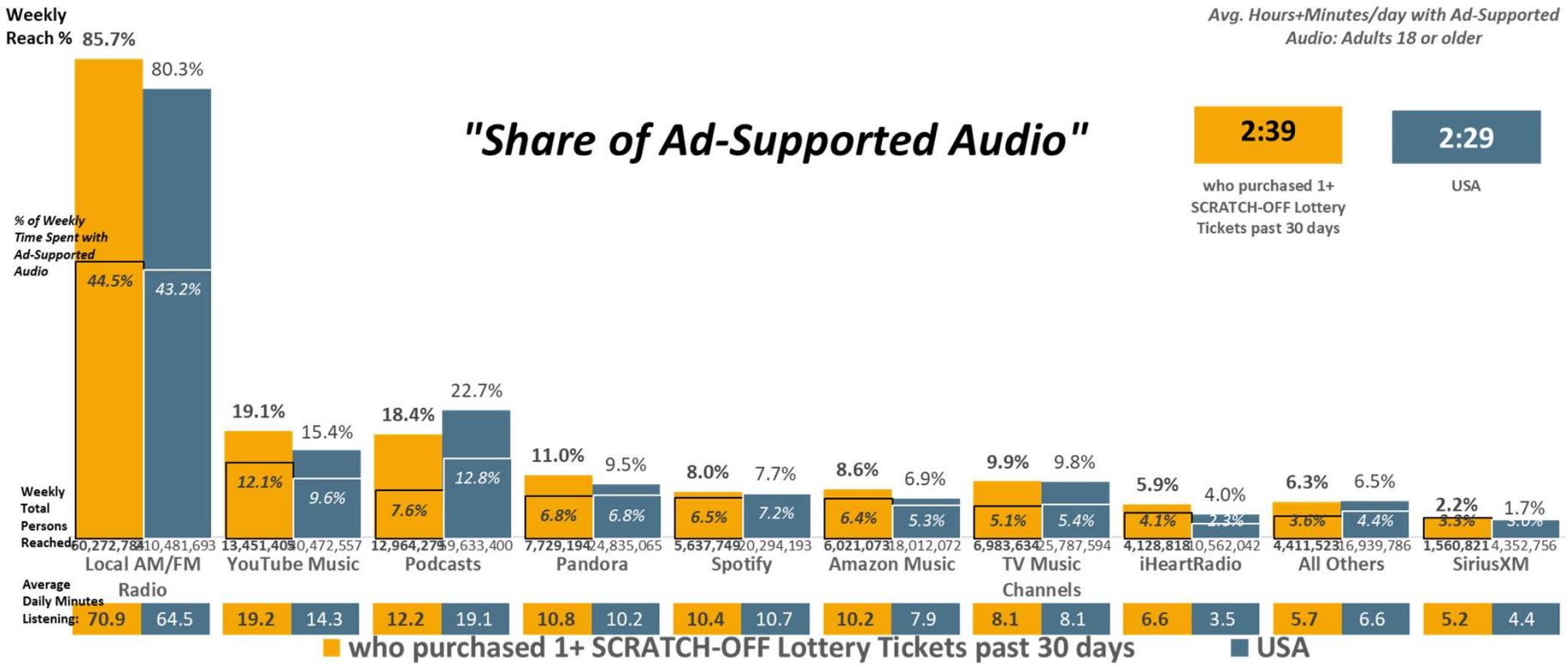
No. of times bought scratch-off lottery ticket past 30 days: None



60,272,784 or 85.7% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.9 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.



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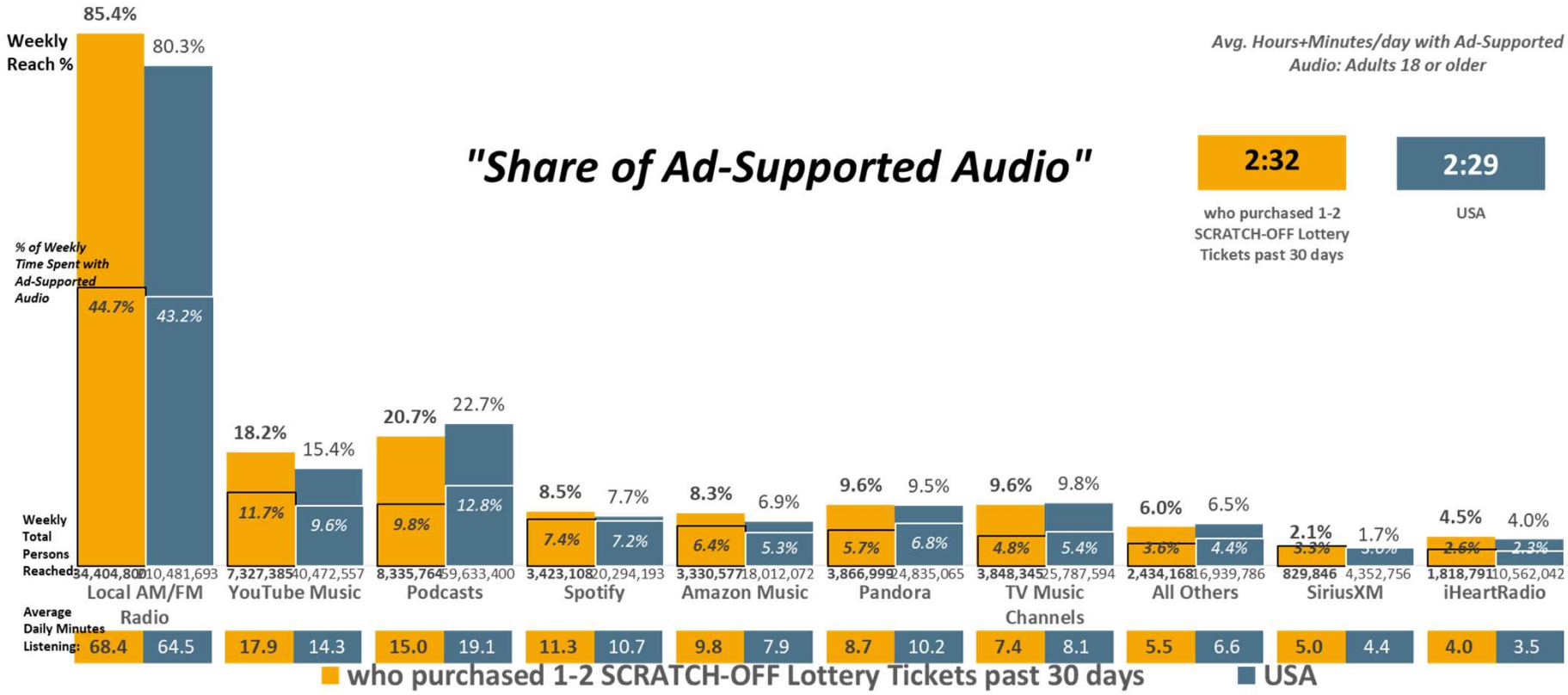
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



34,404,800 or 85.4% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



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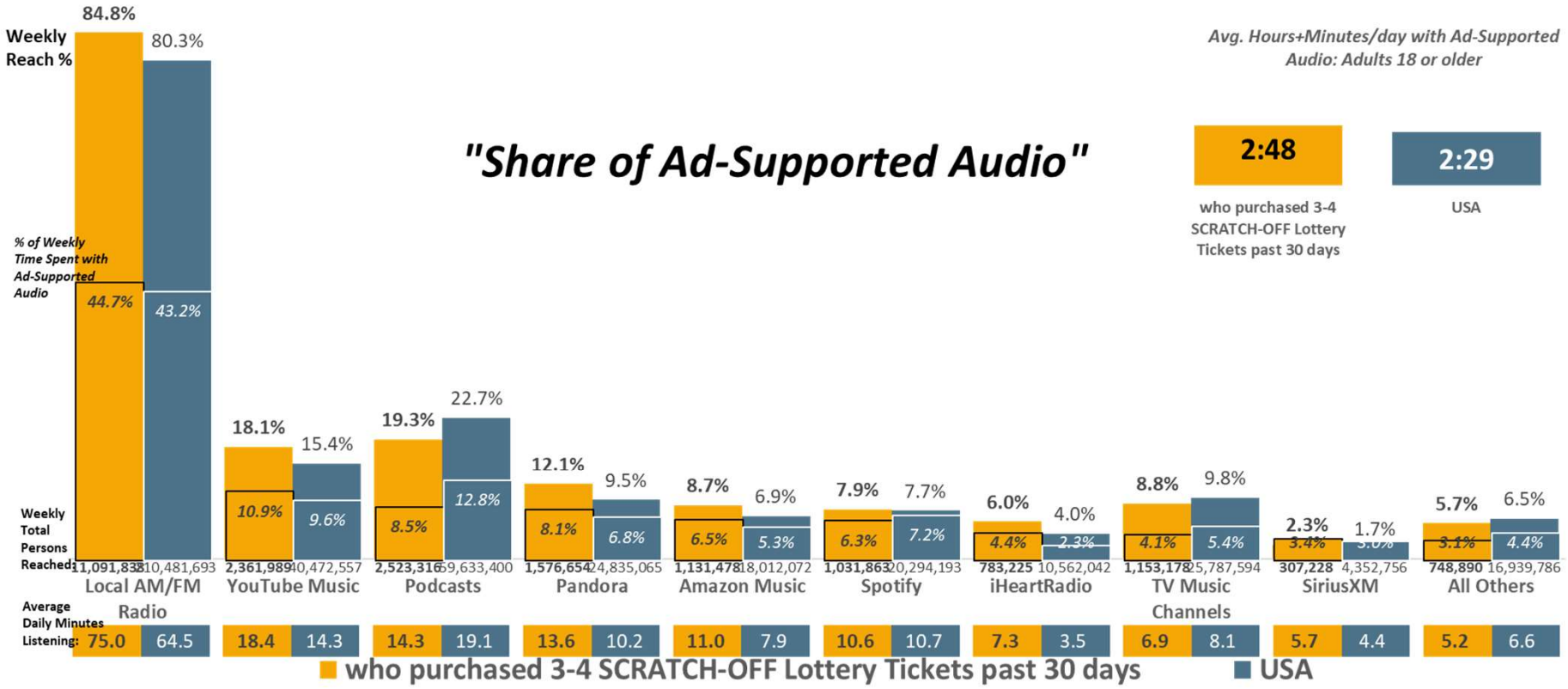
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



11,091,838 or 84.8% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75. minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



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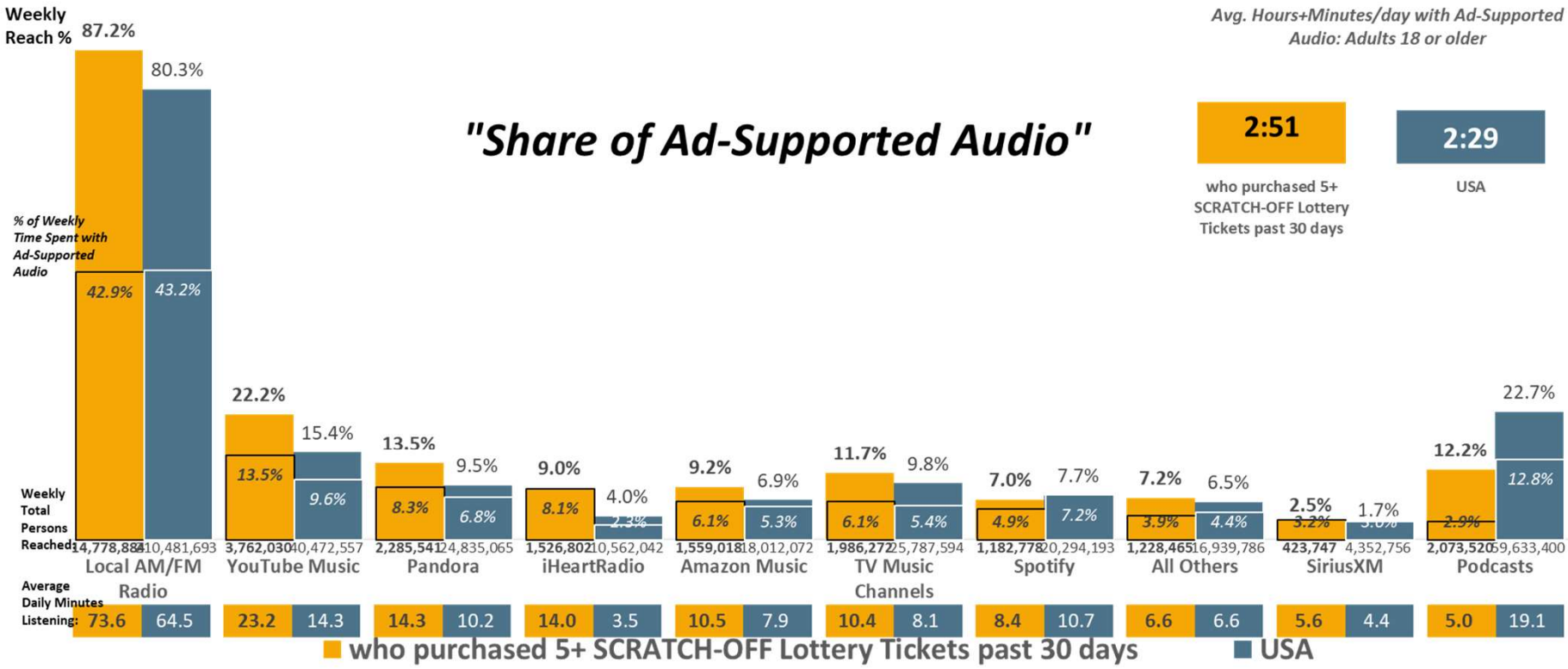
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times



14,778,884 or 87.2% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.6 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



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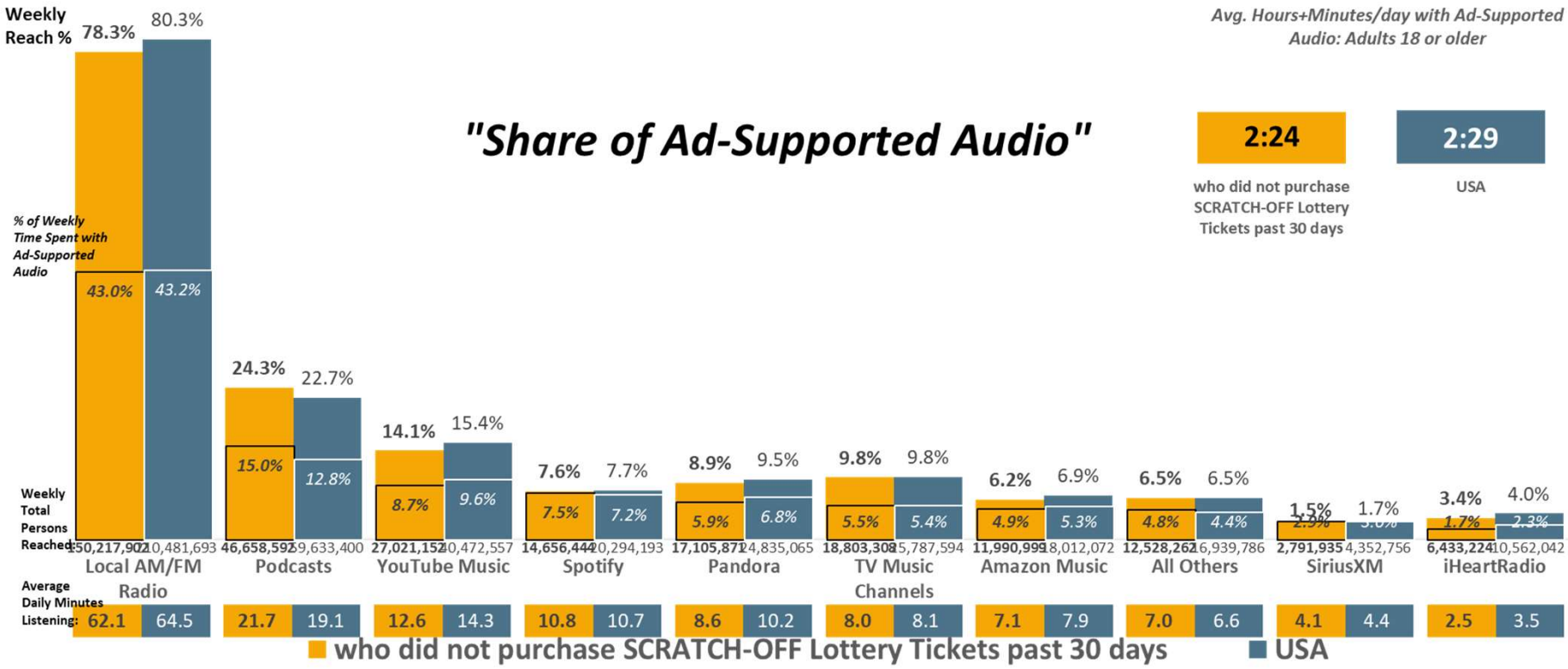
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



150,217,902 or 78.3% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



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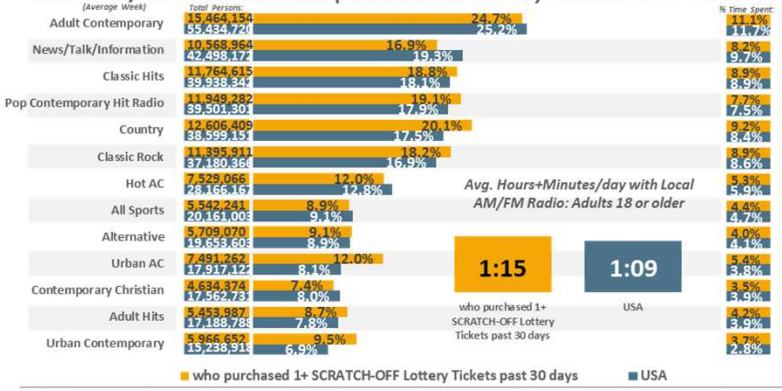
No. of times bought scratch-off lottery ticket past 30 days: None

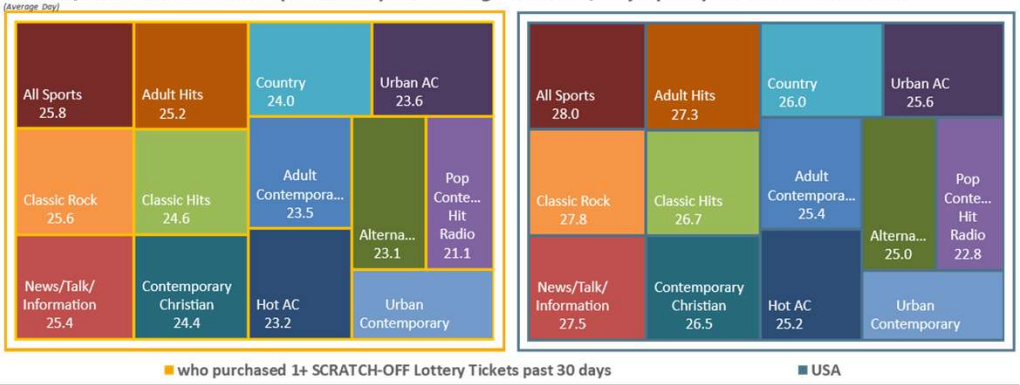


60,272,784 or 85.7% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

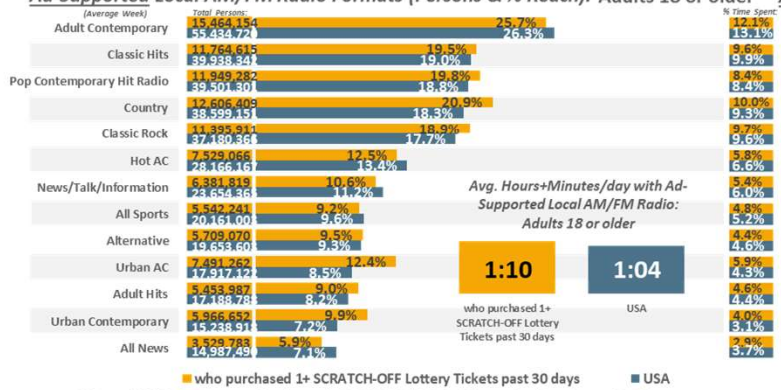
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



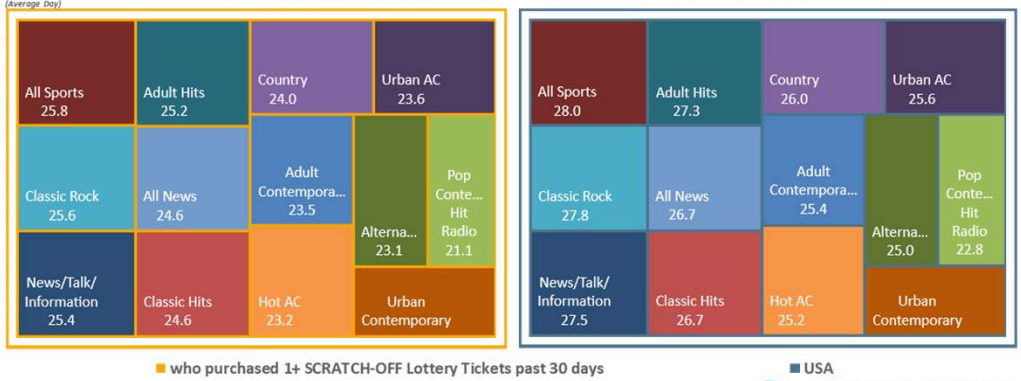
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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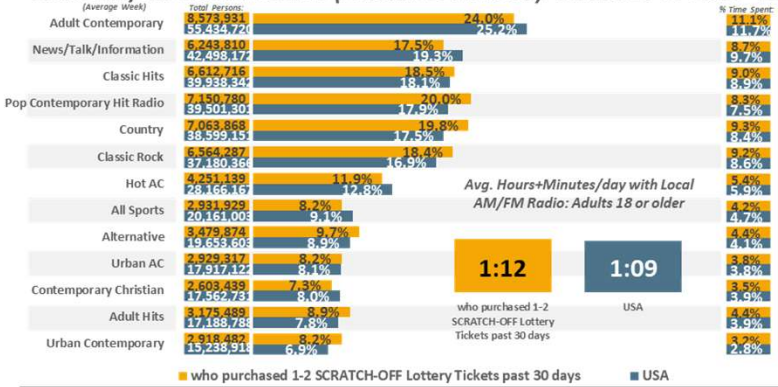
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

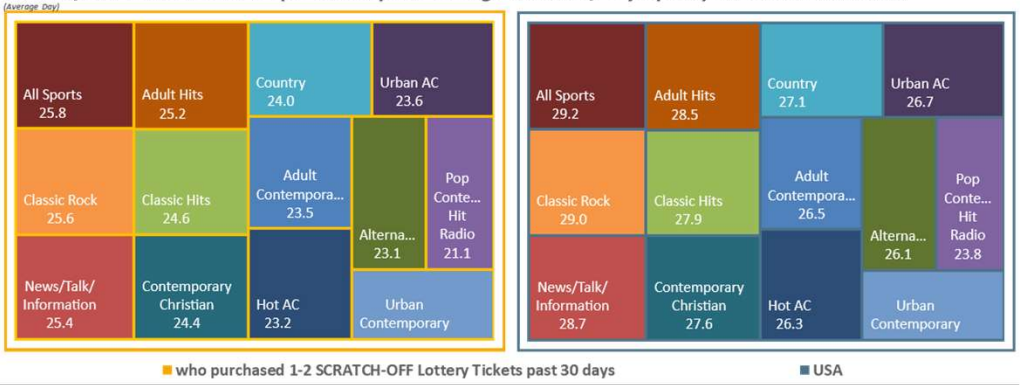


34,404,800 or 85.4% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

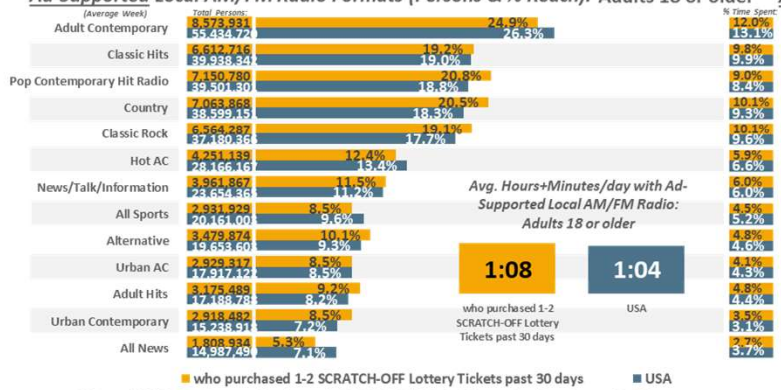
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



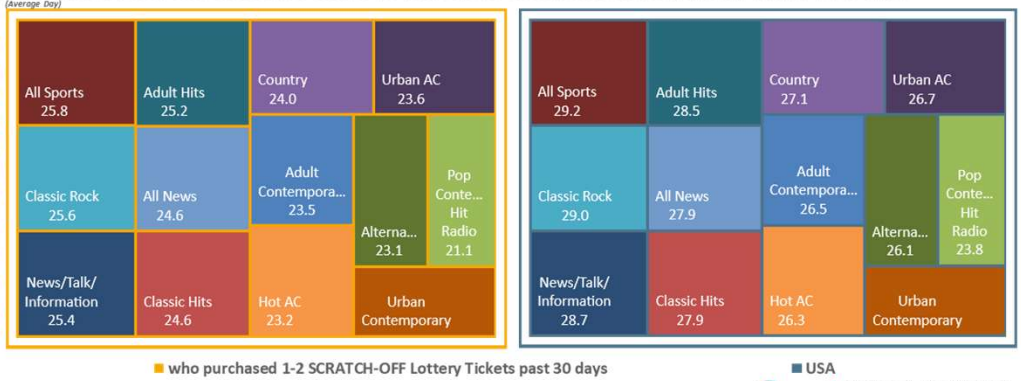
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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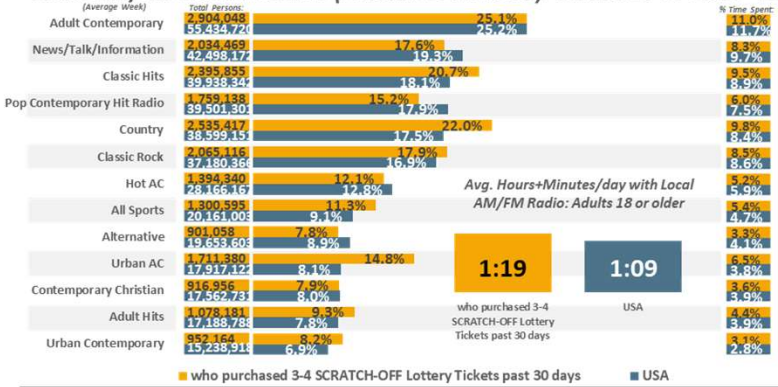
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

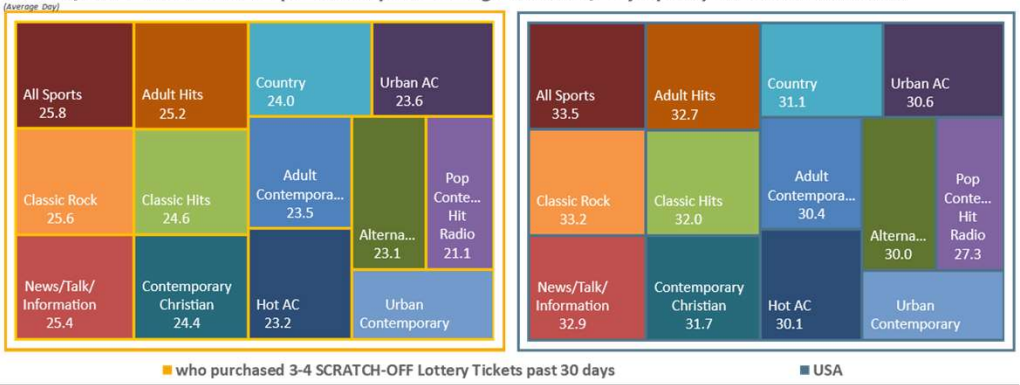


11,091,838 or 84.8% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

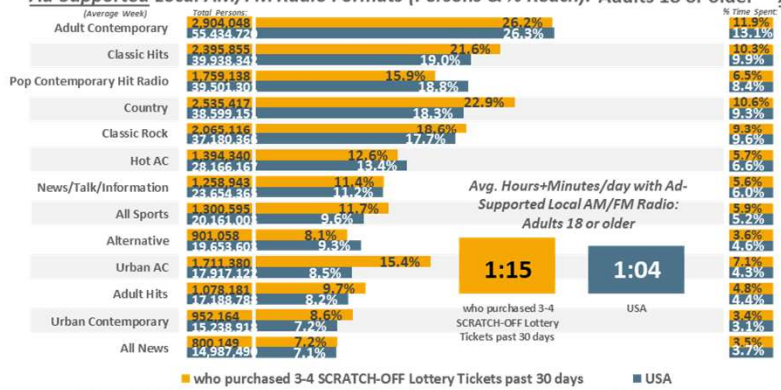
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



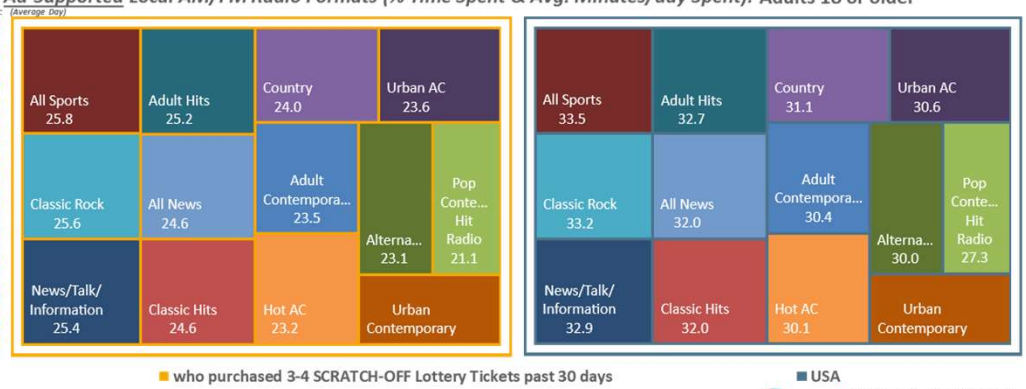
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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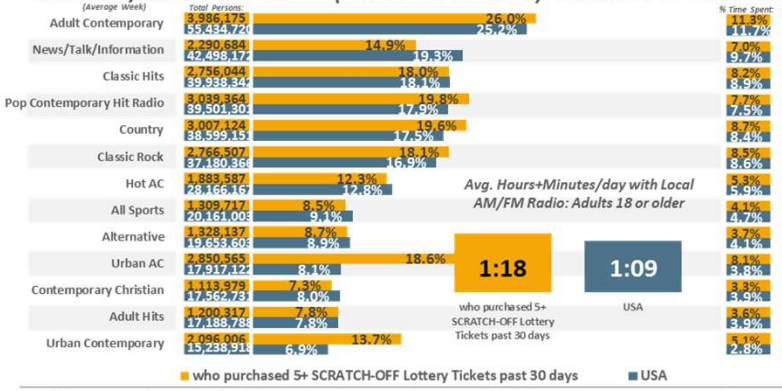
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

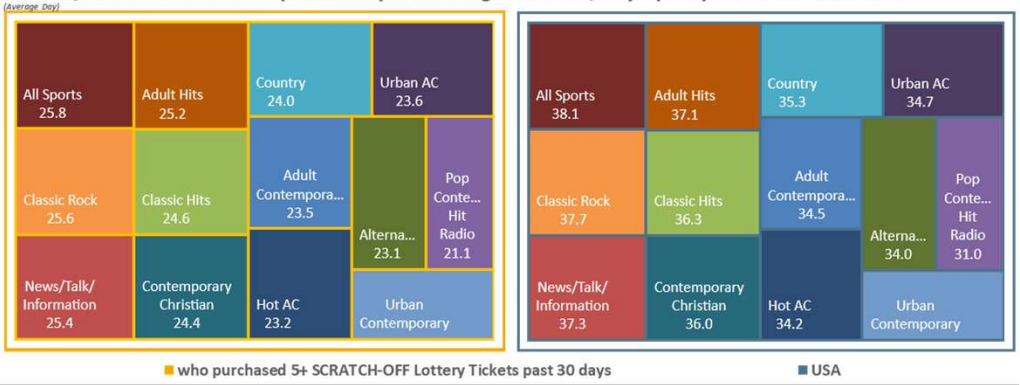


14,778,884 or 87.2% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Urban AC, and Classic Rock.

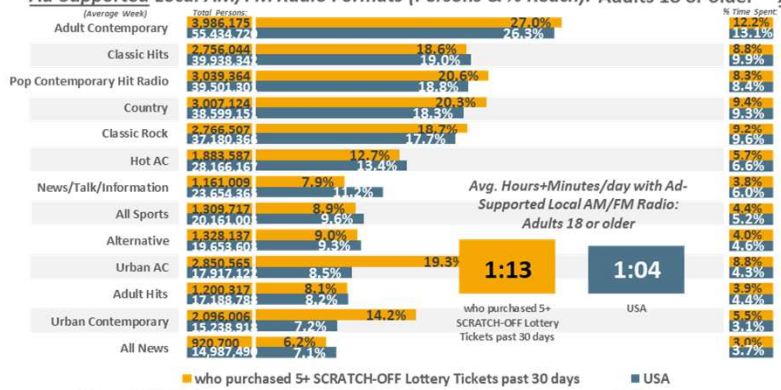
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



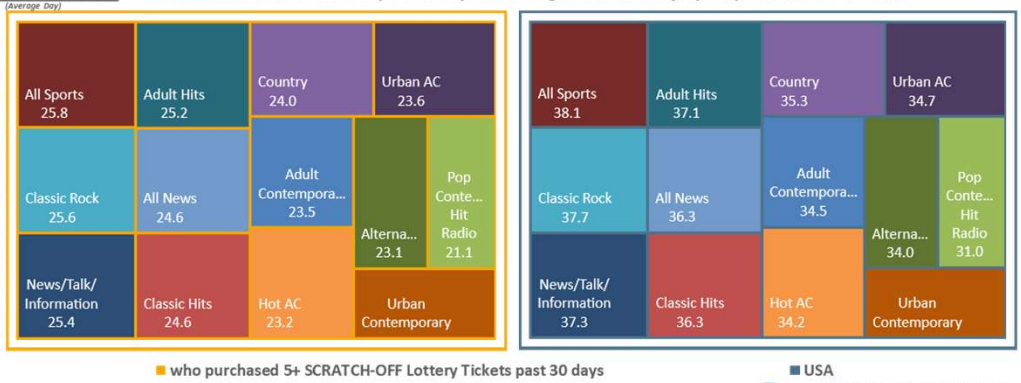
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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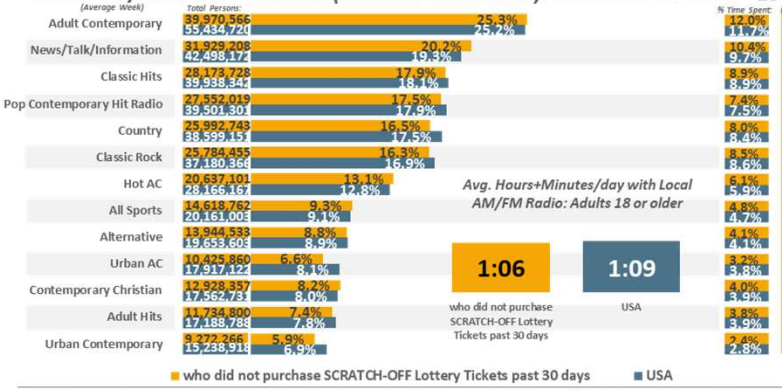
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

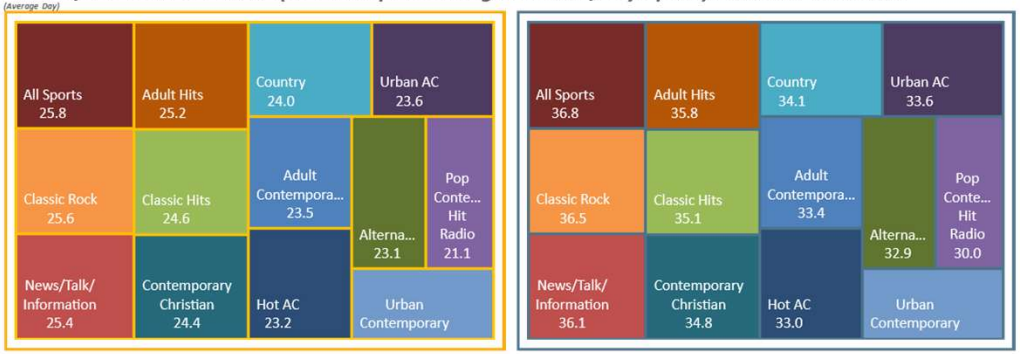


150,217,902 or 78.3% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Roc

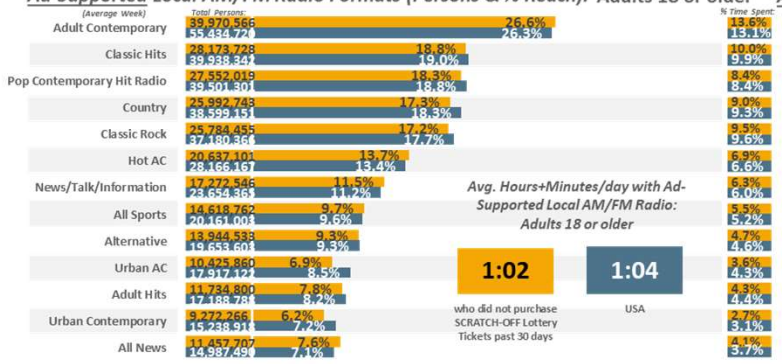
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



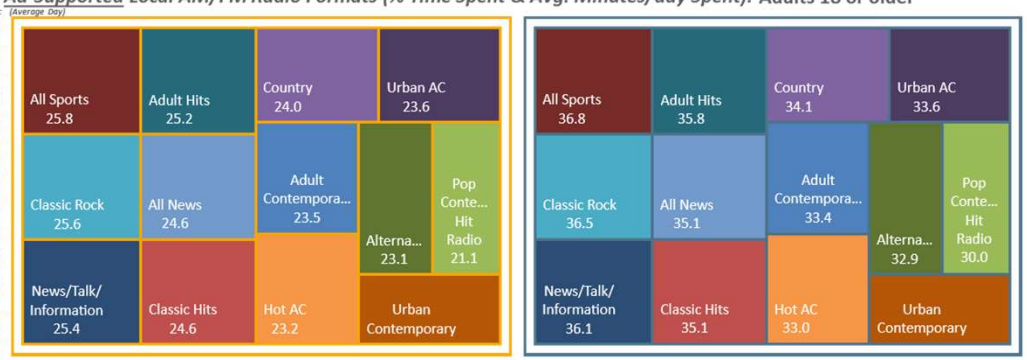
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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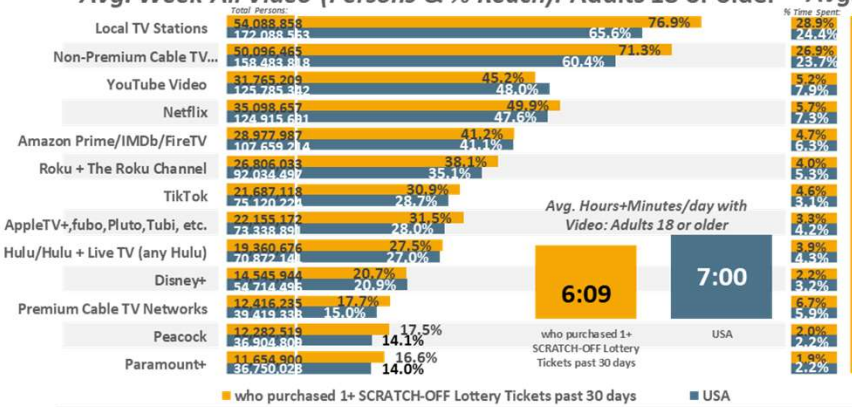
No. of times bought scratch-off lottery ticket past 30 days: None

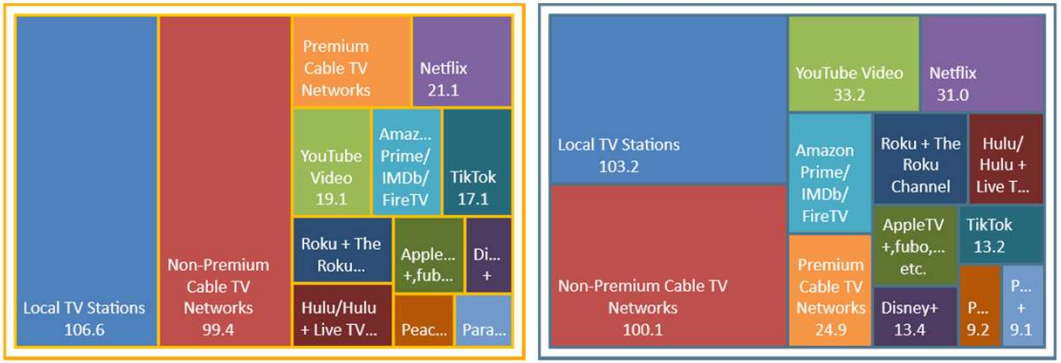


53,148,992 or 75.6% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 101.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

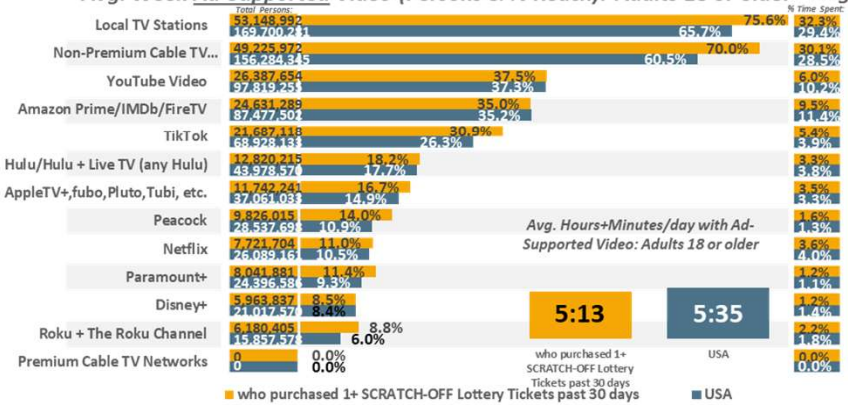


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

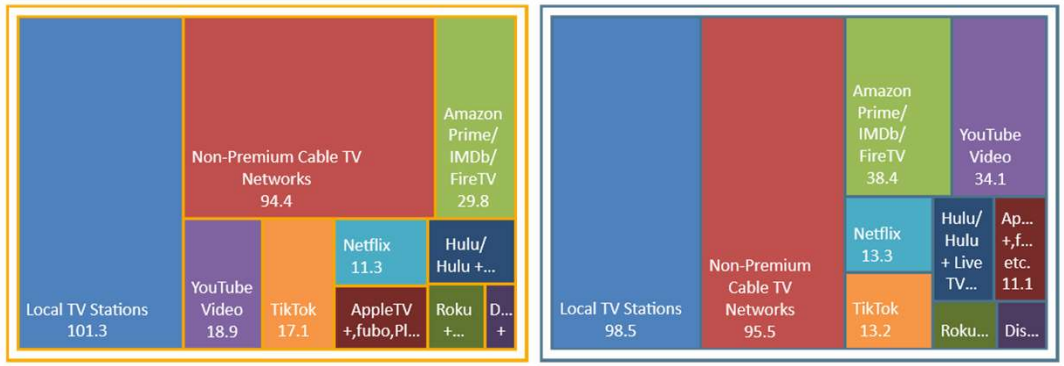


who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days ■ USA

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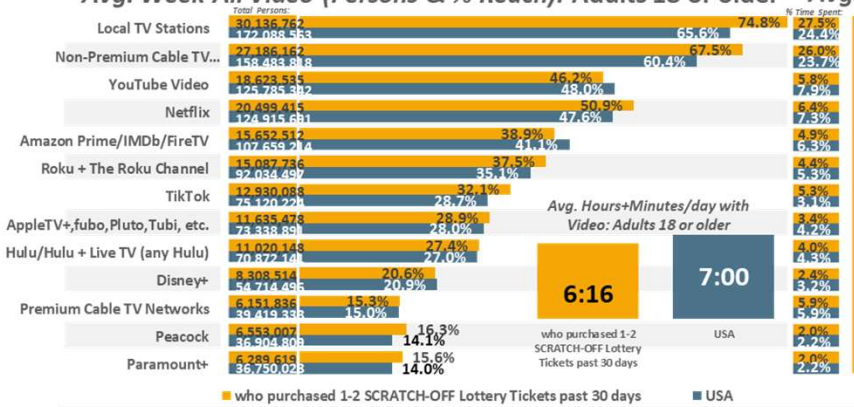
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

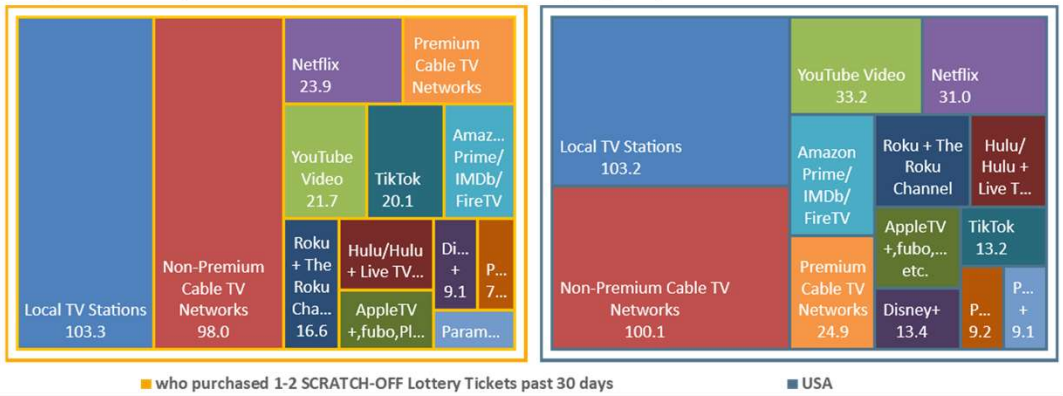


29,703,362 or 73.8% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

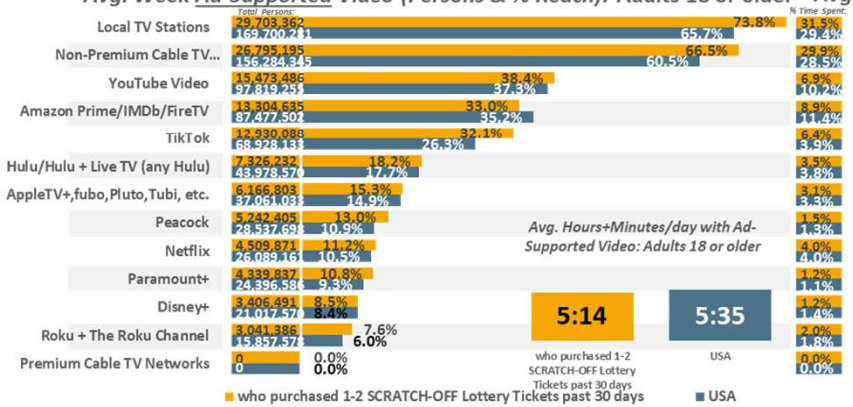


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

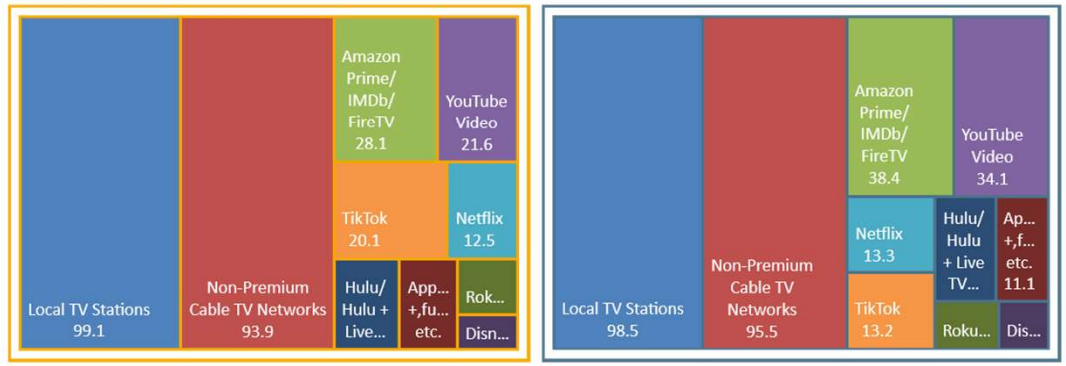


who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days ■ USA

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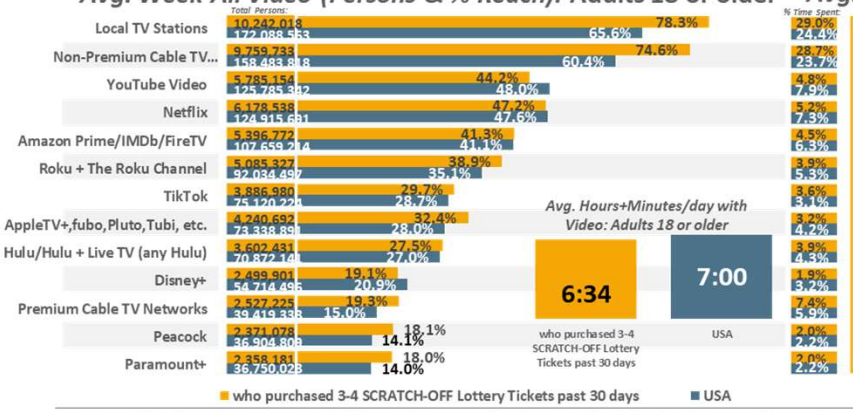
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

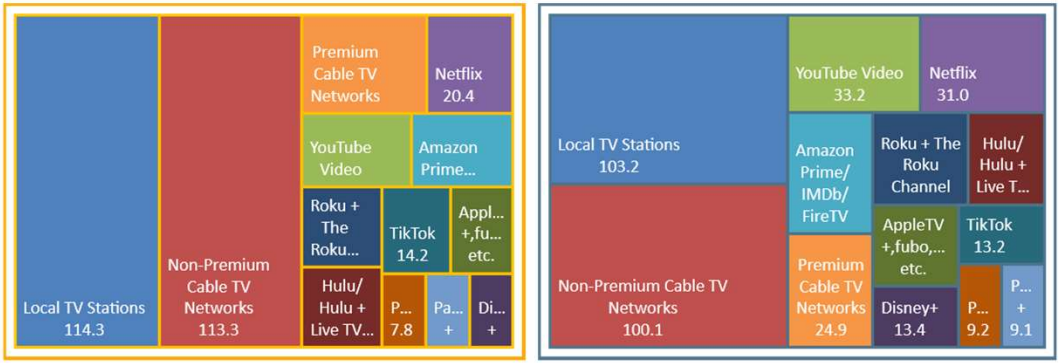


9,983,338 or 76.3% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

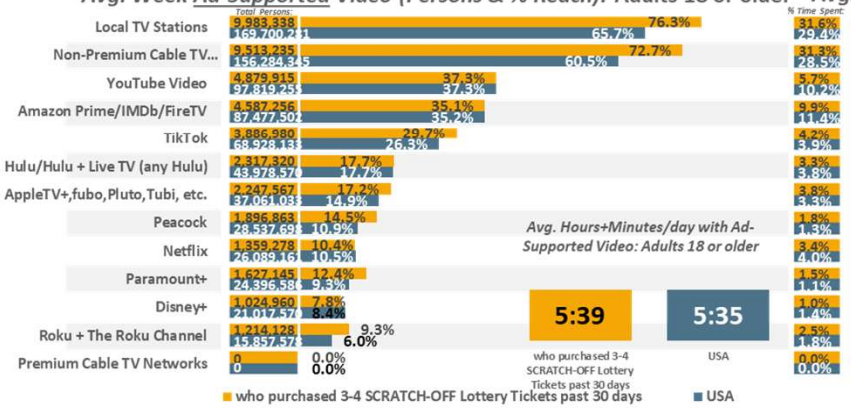
Avg. Week All Video (Persons & % Reach): Adults 18 or older



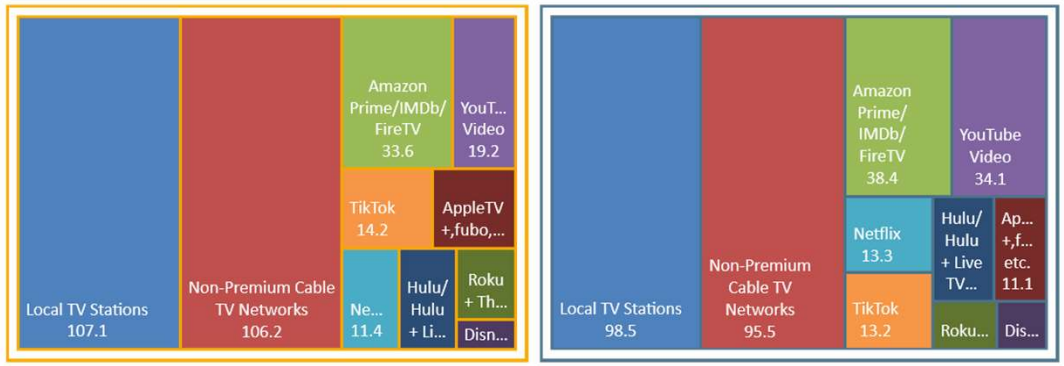
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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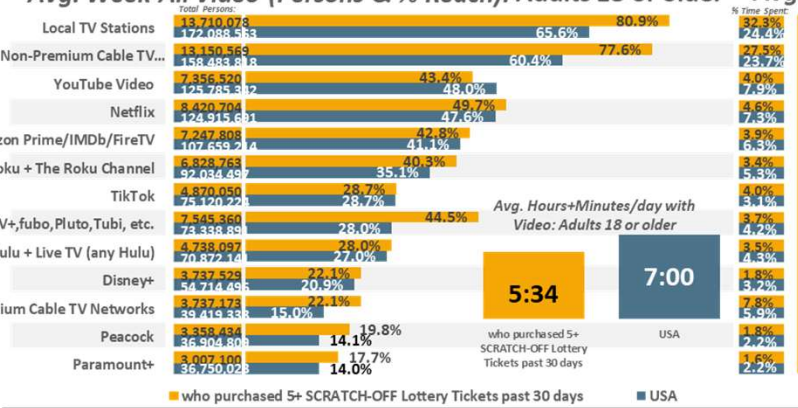
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

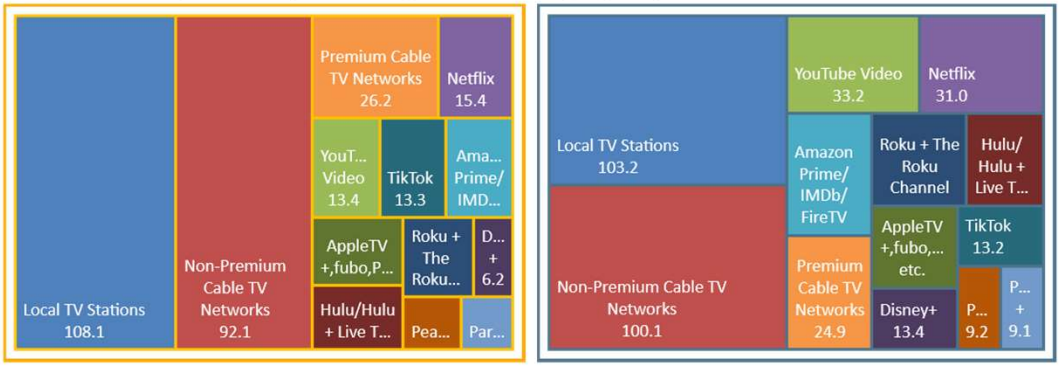


13,448,064 or 79.4% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

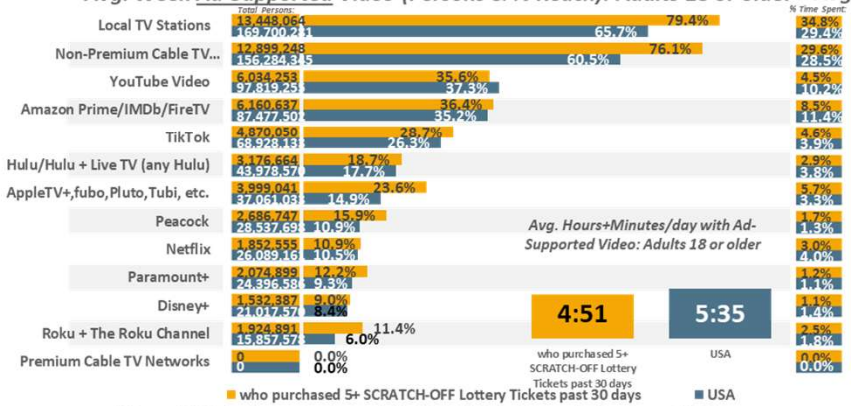
Avg. Week All Video (Persons & % Reach): Adults 18 or older



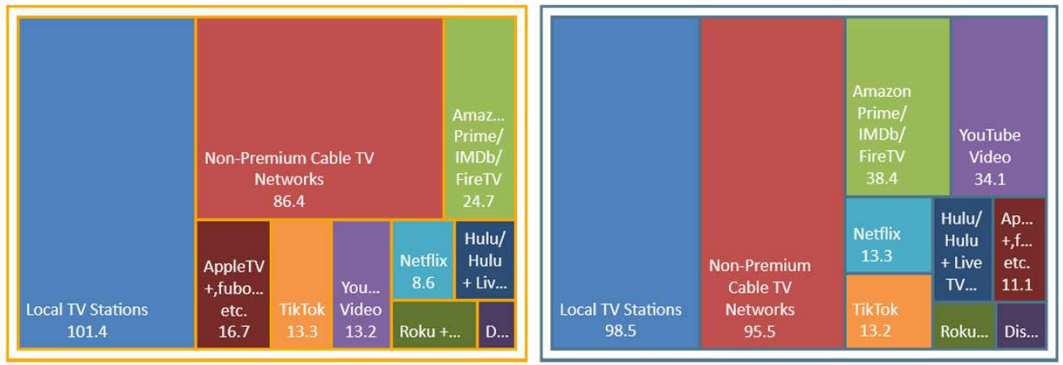
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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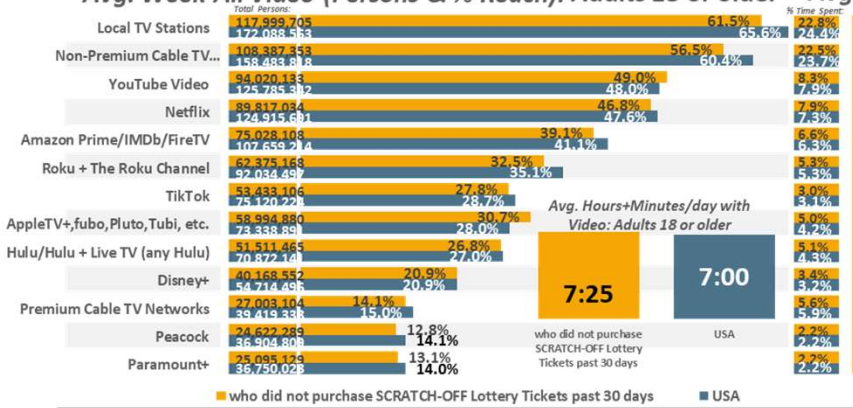
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

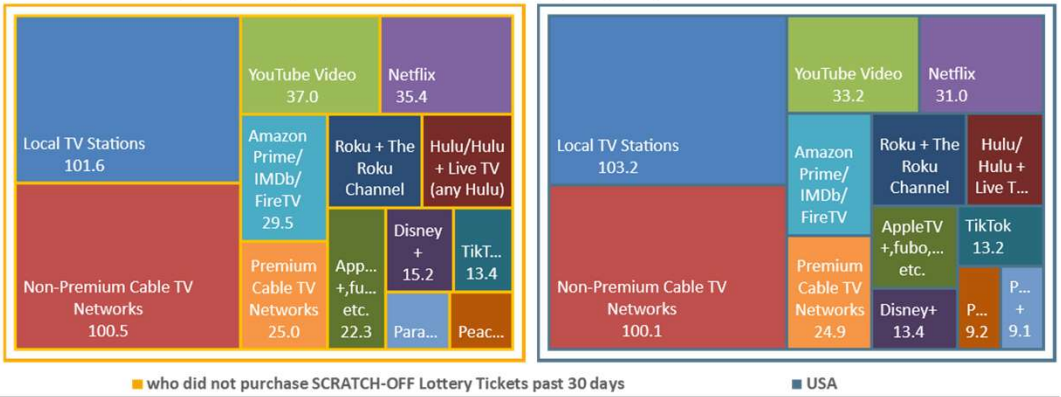


116,507,760 or 60.7% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 97.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

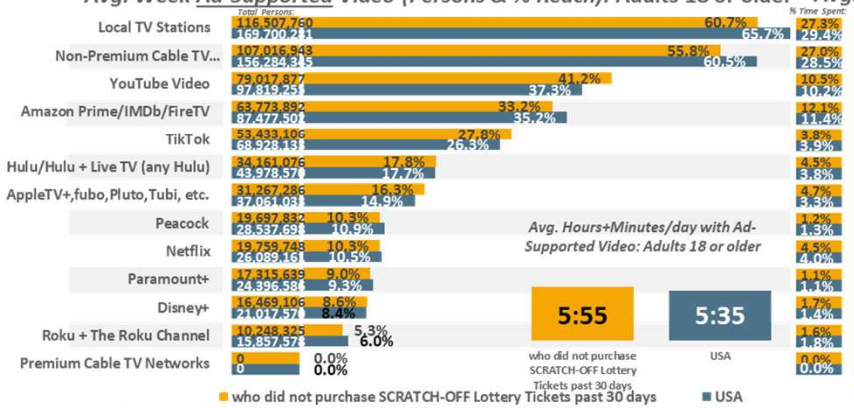
Avg. Week All Video (Persons & % Reach): Adults 18 or older



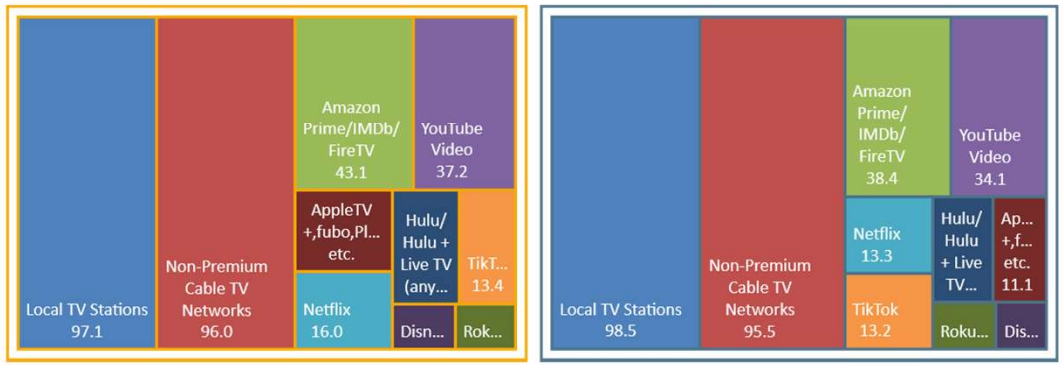
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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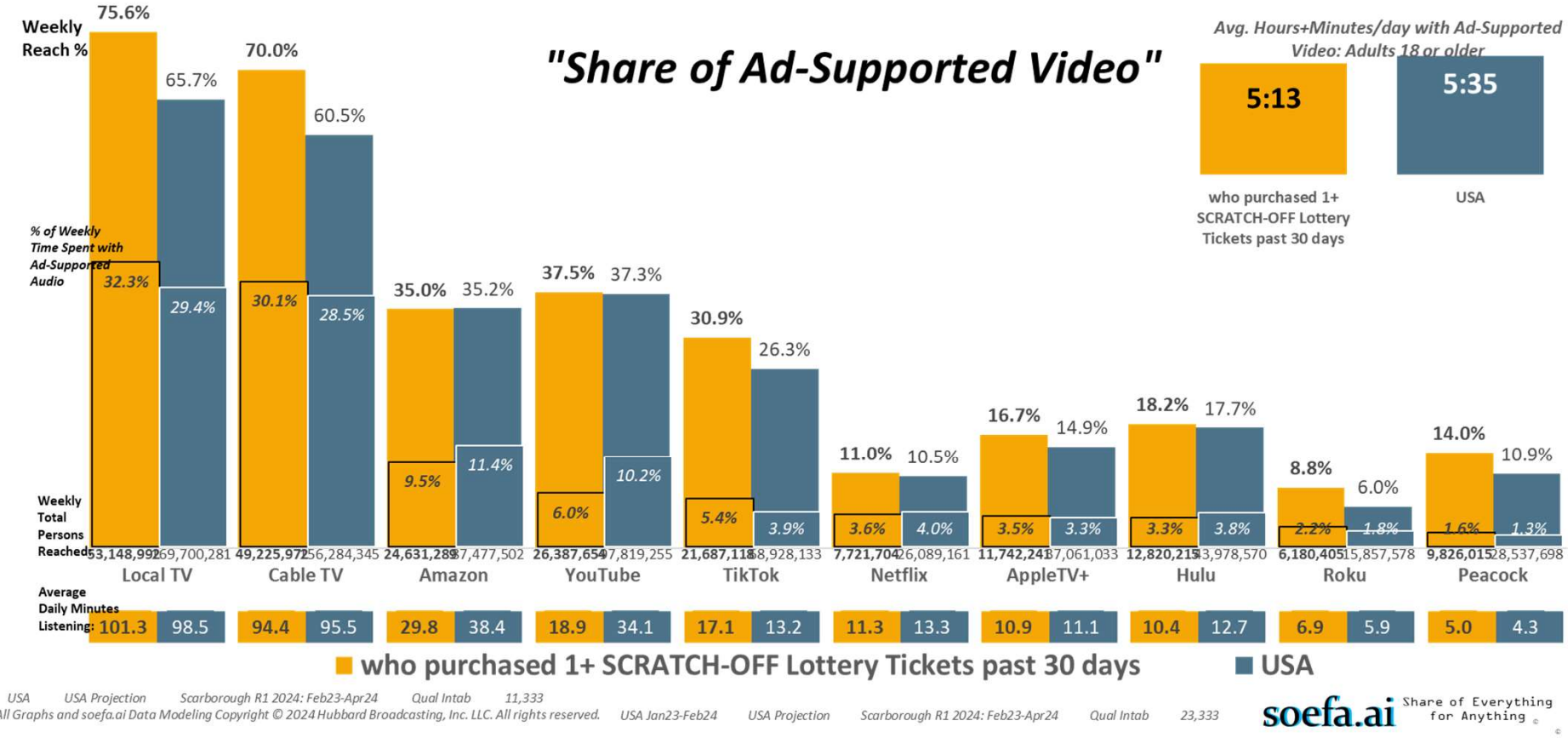
No. of times bought scratch-off lottery ticket past 30 days: None



53,148,992 or 75.6% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 101.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



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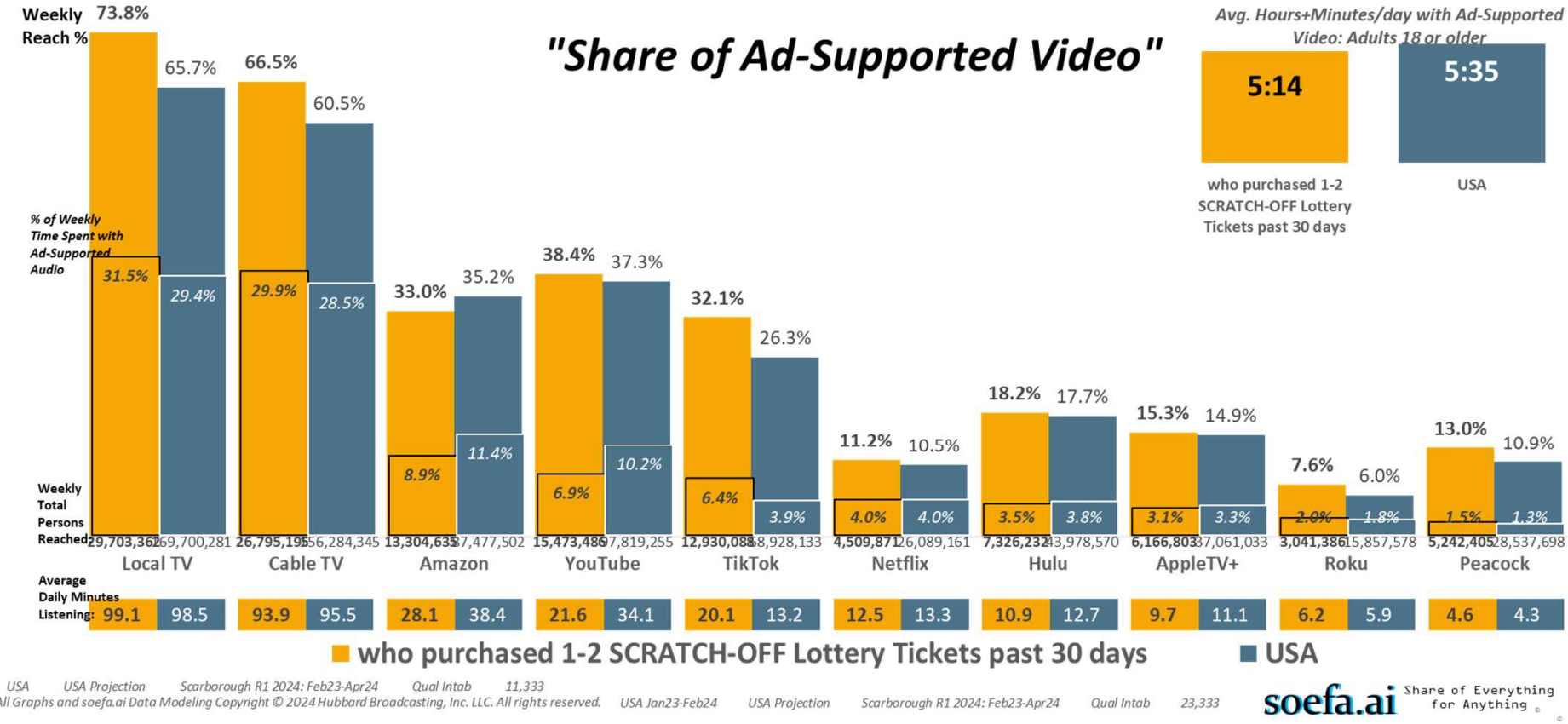
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



29,703,362 or 73.8% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.



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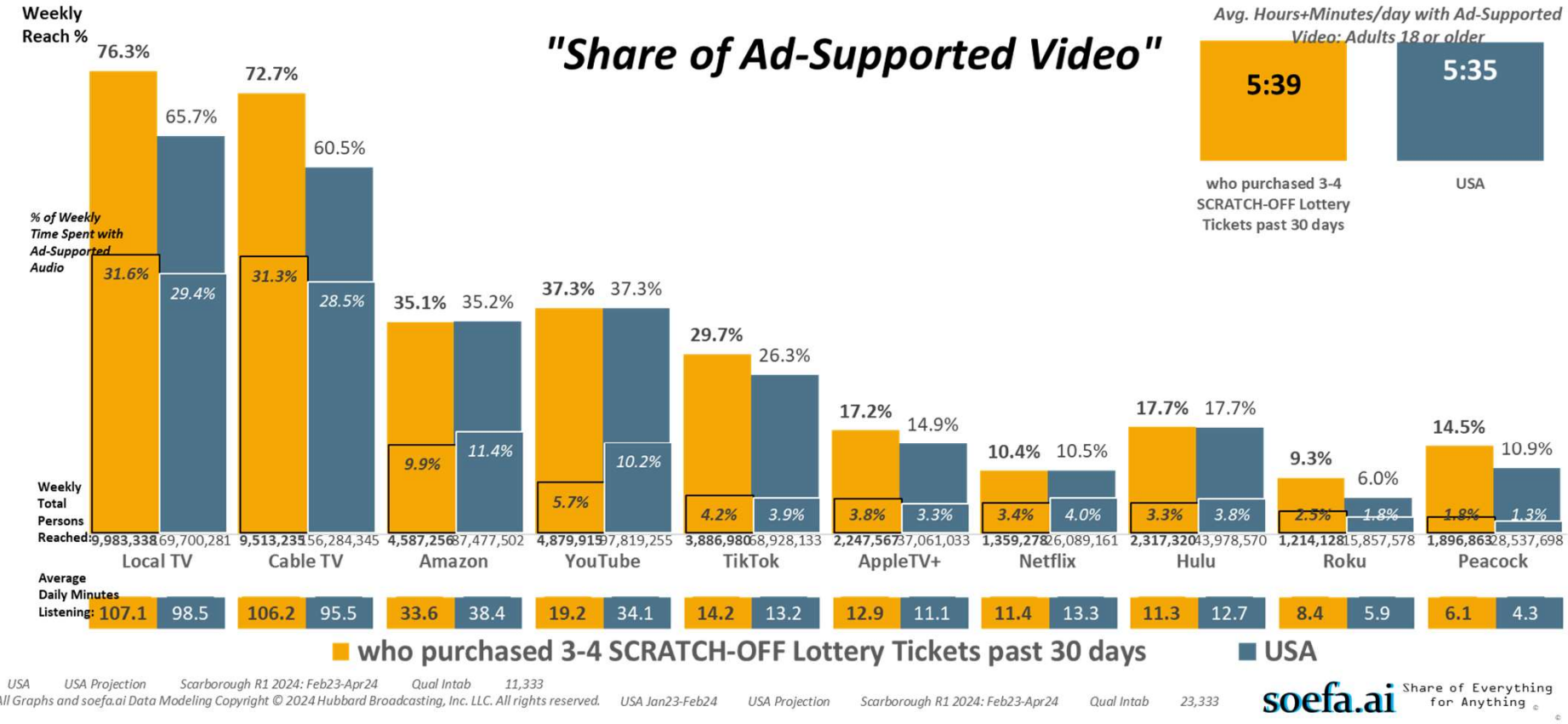
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



9,983,338 or 76.3% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



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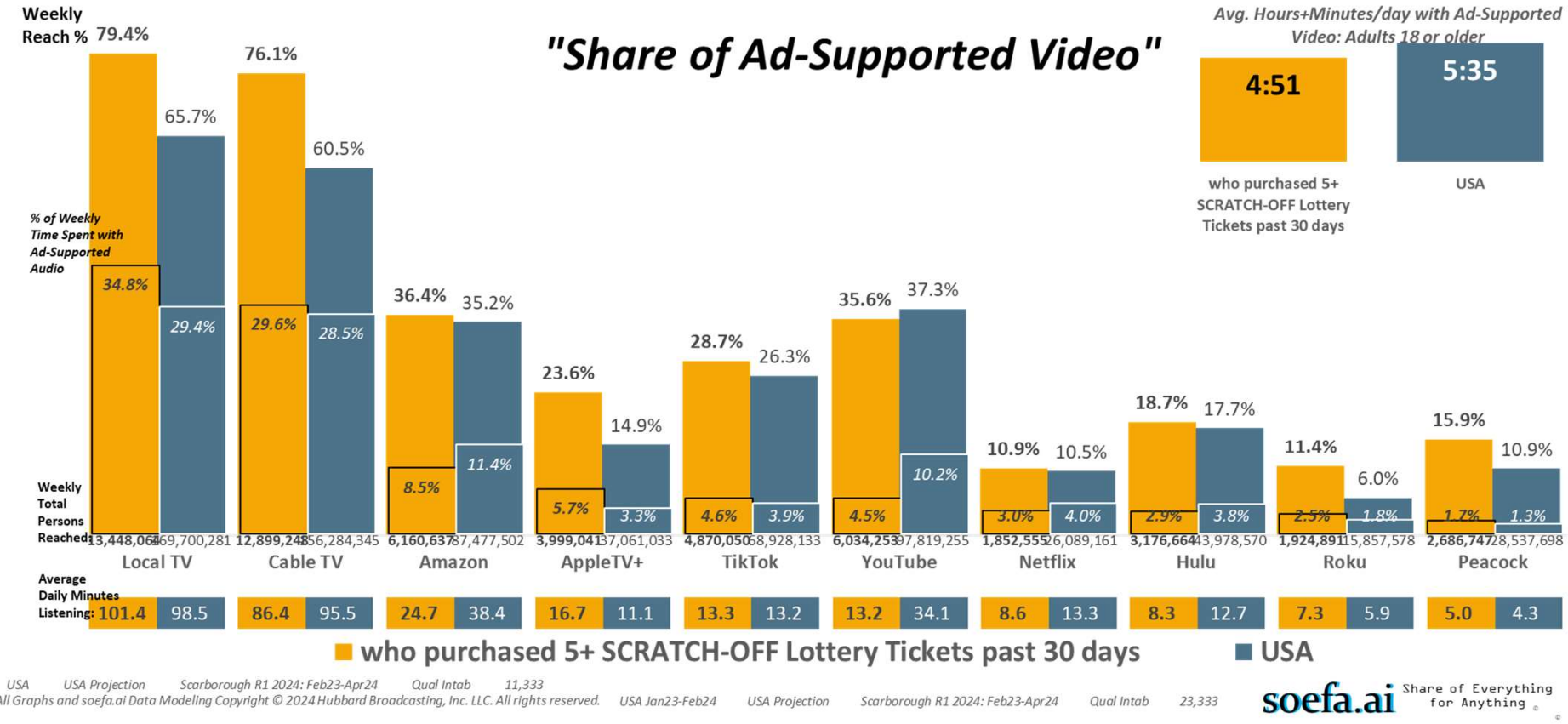
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times



13,448,064 or 79.4% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



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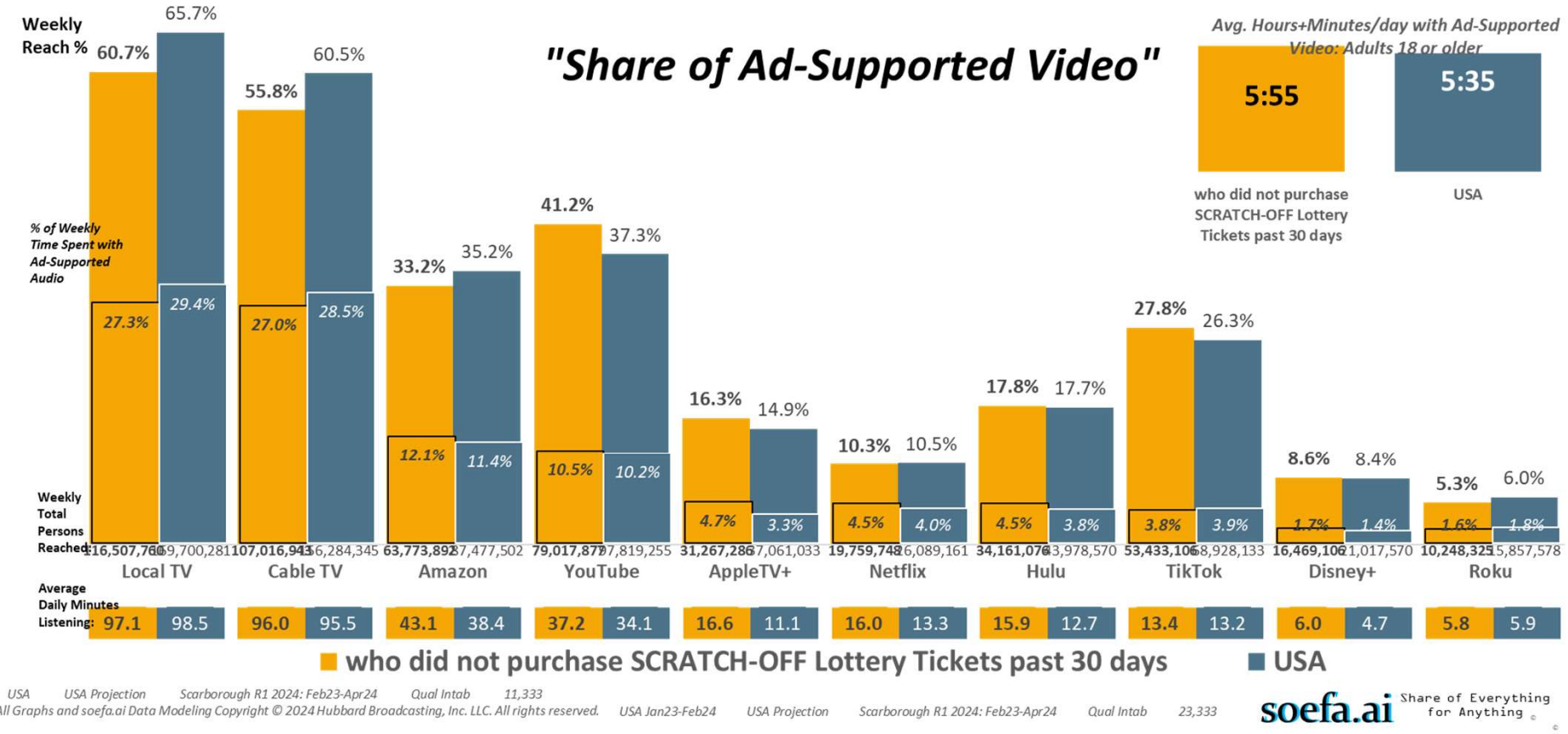
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



116,507,760 or 60.7% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 97.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



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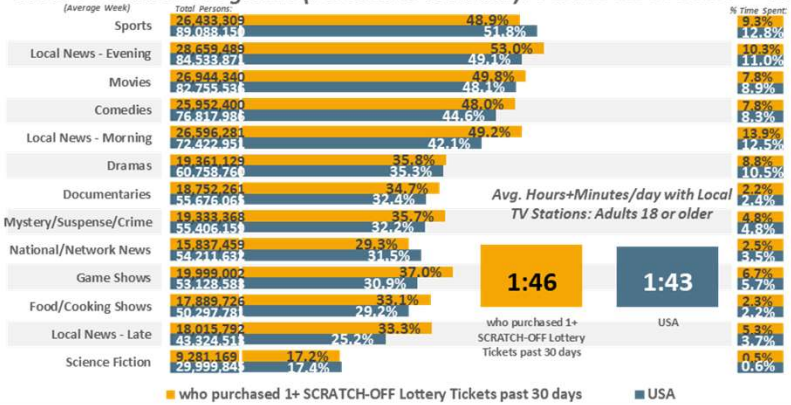
No. of times bought scratch-off lottery ticket past 30 days: None

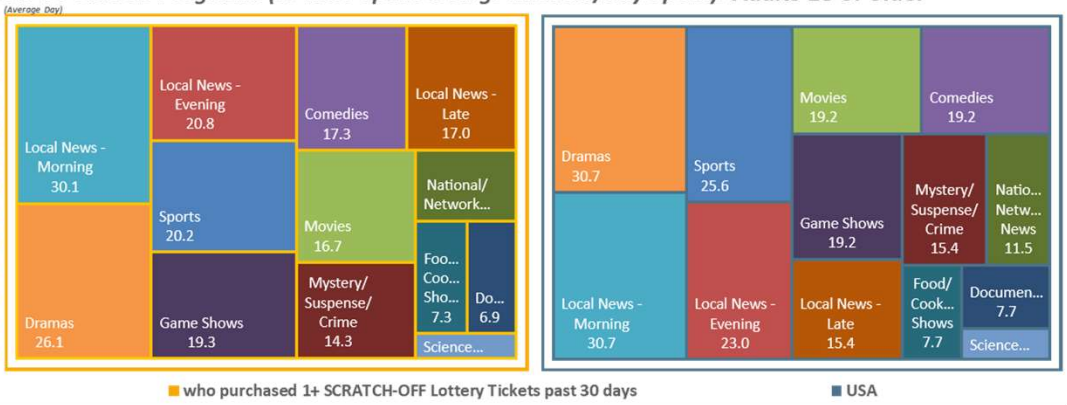


53,148,992 or 75.6% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Sports, Comedies, and Game Shows.

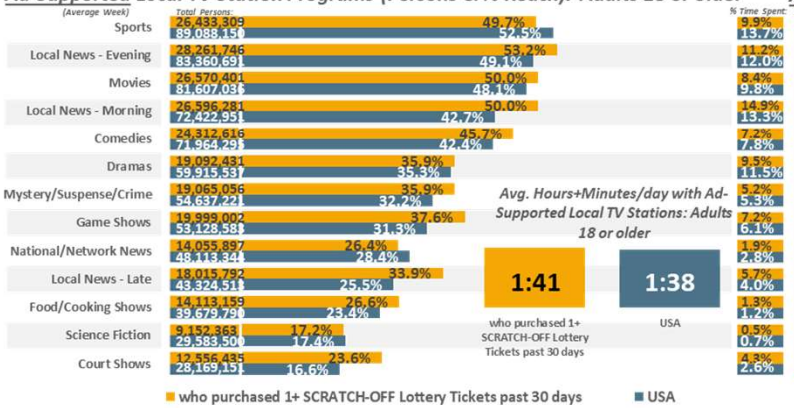
Local TV Station Programs (Persons & % Reach): Adults 18 or older



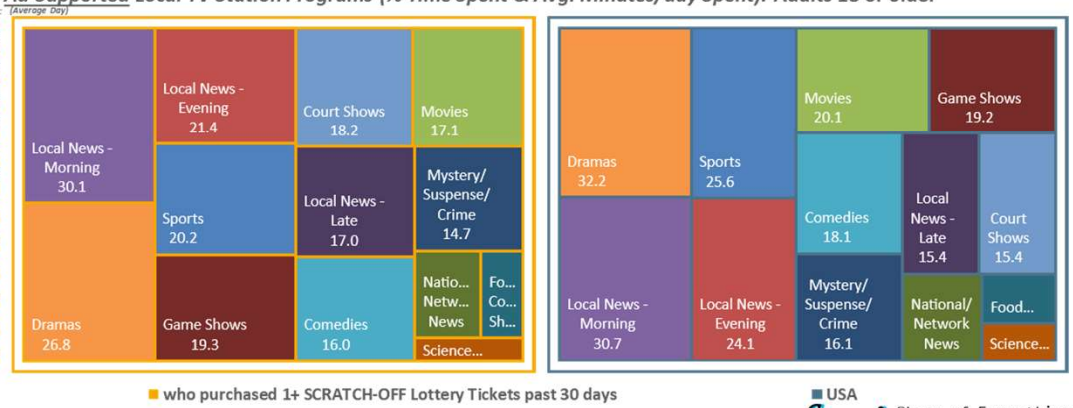
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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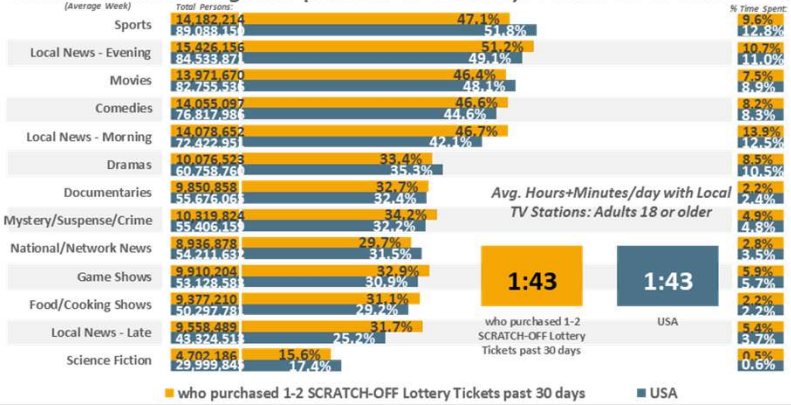
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

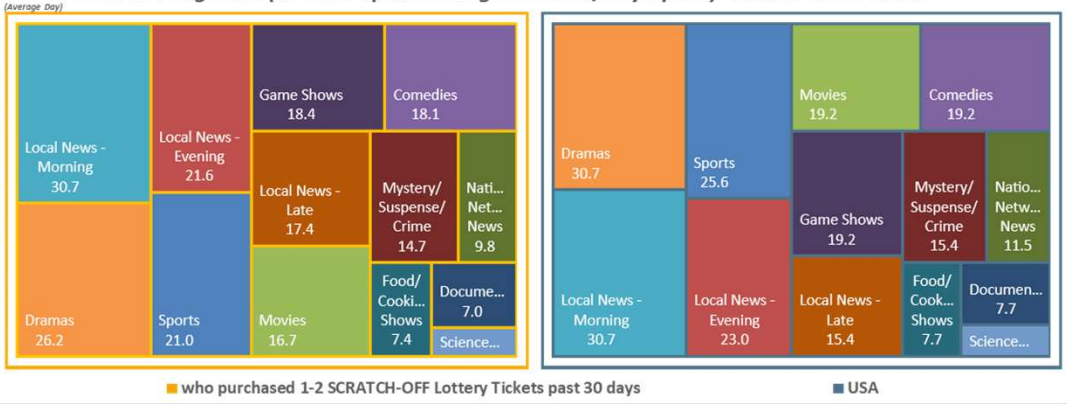


29,703,362 or 73.8% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Mystery/Suspense/Cr

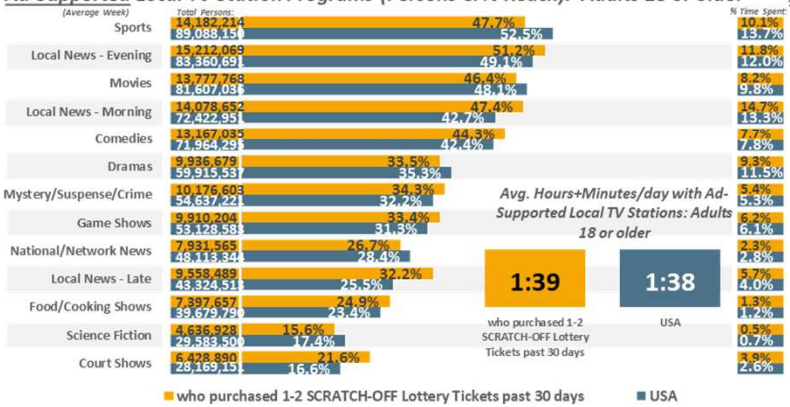
Local TV Station Programs (Persons & % Reach): Adults 18 or older



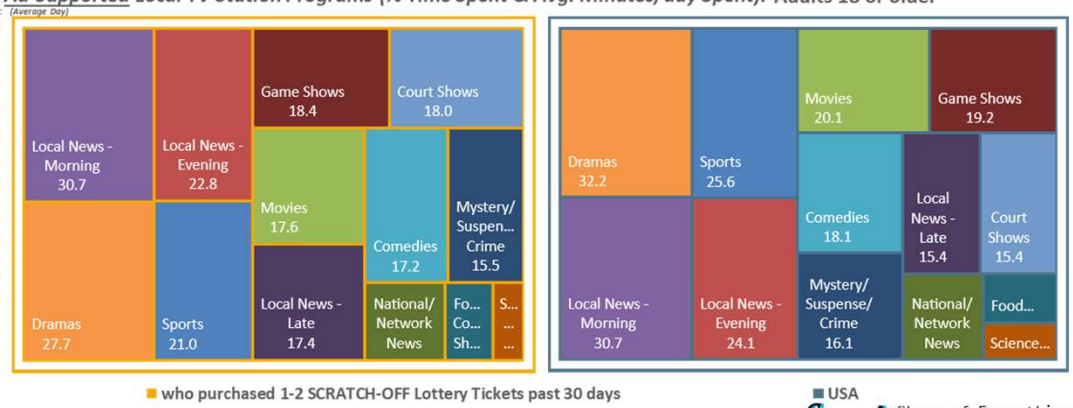
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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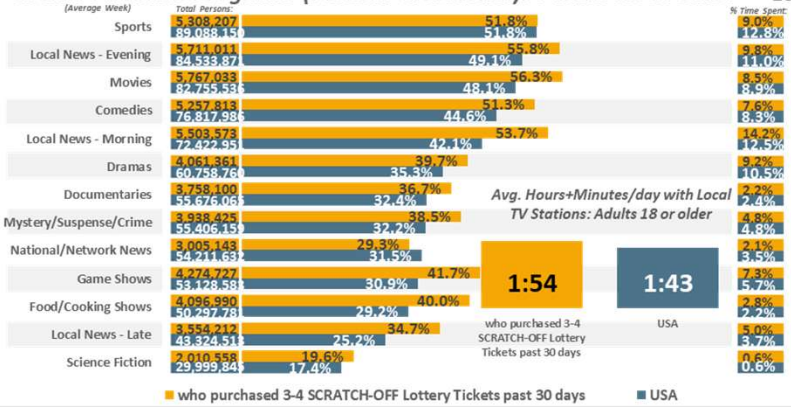
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

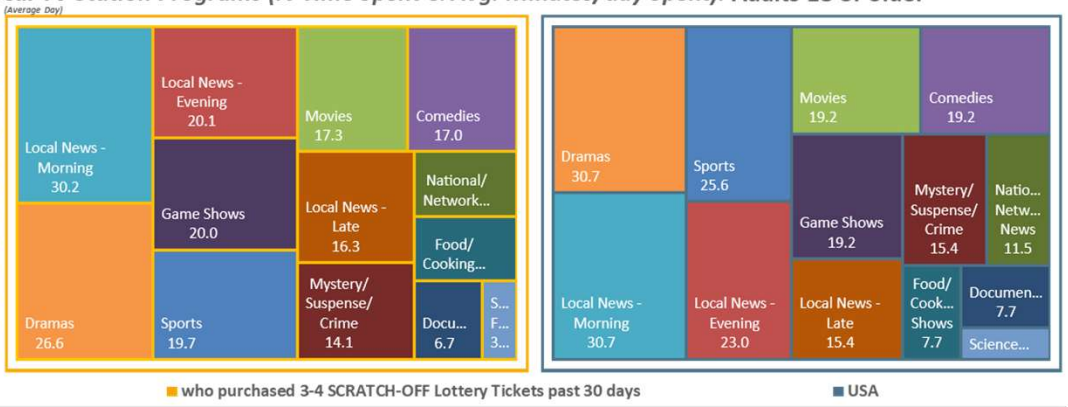


9,983,338 or 76.3% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Local News - Morning, Sports, Comedies, and Game Shows.

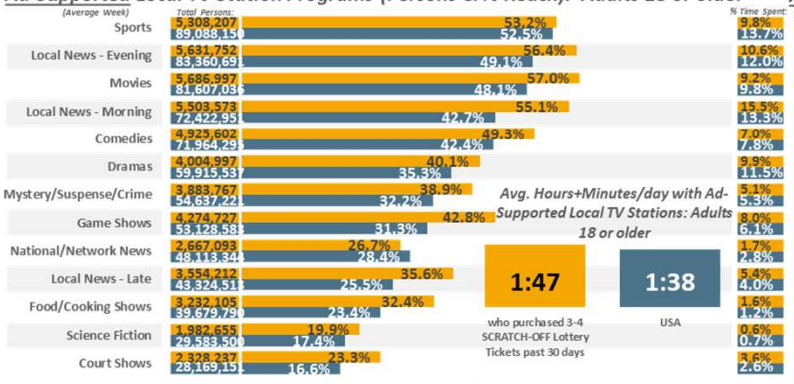
Local TV Station Programs (Persons & % Reach): Adults 18 or older



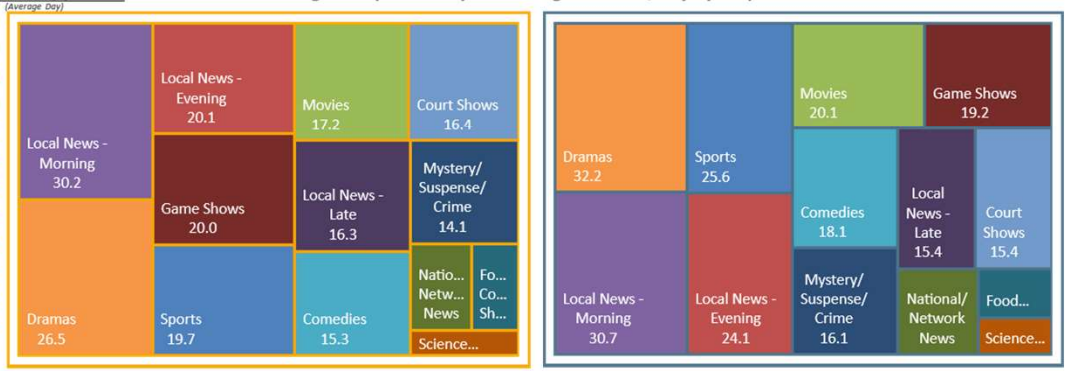
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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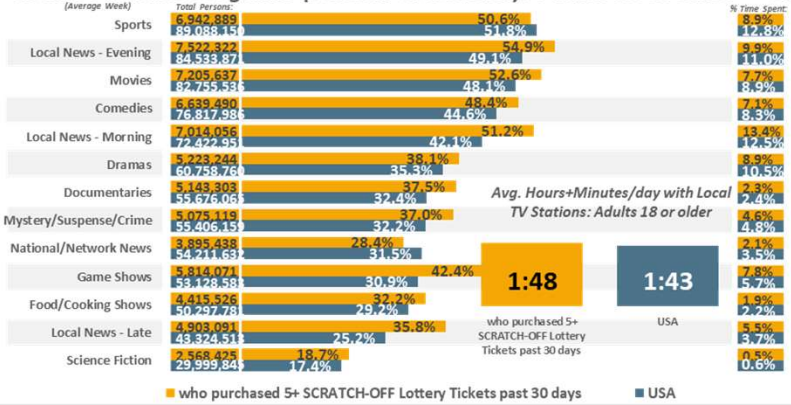
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

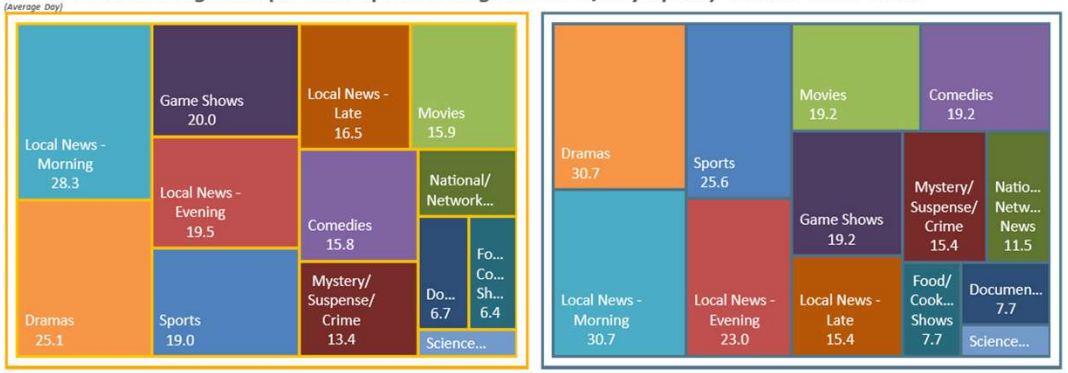


13,448,064 or 79.4% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Game Shows.

Local TV Station Programs (Persons & % Reach): Adults 18 or older



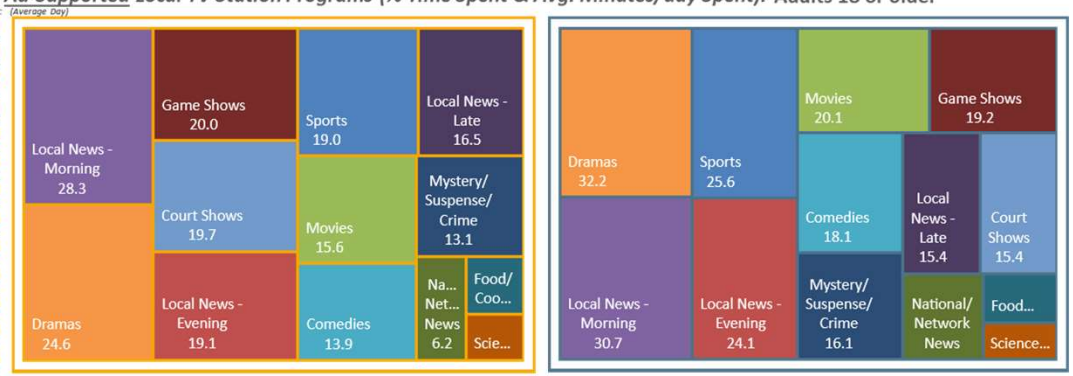
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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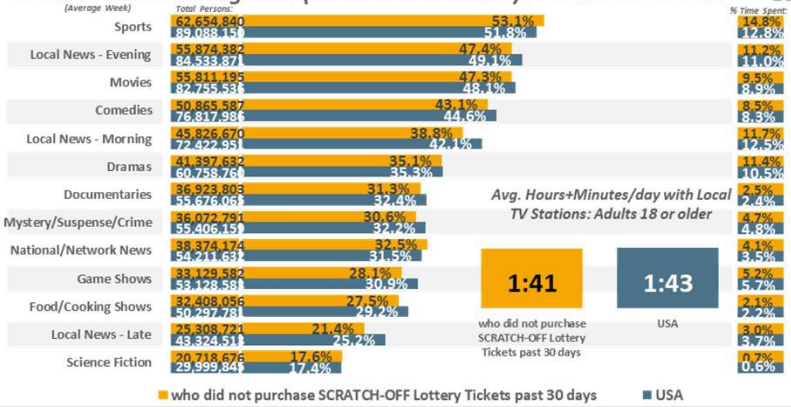
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

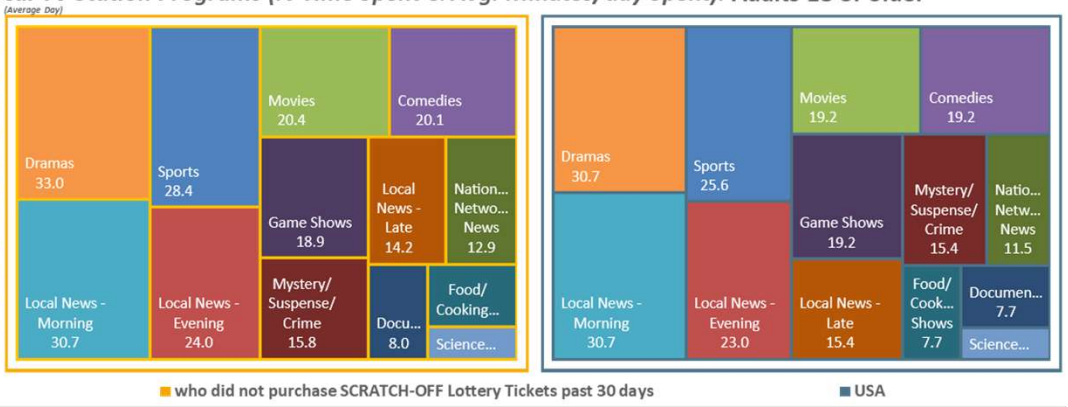


116,507,760 or 60.7% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

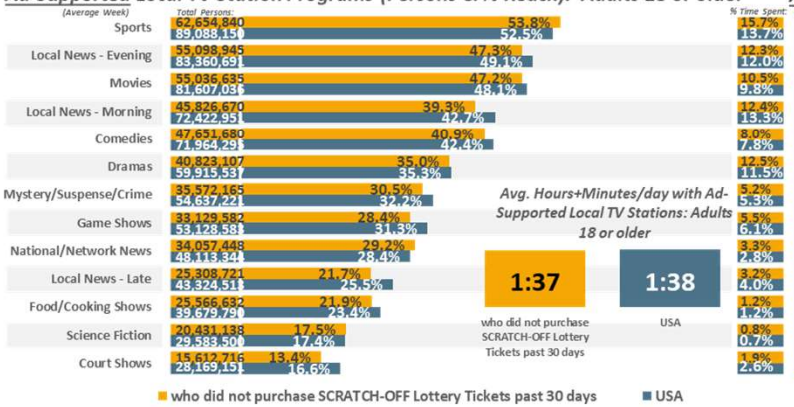
Local TV Station Programs (Persons & % Reach): Adults 18 or older



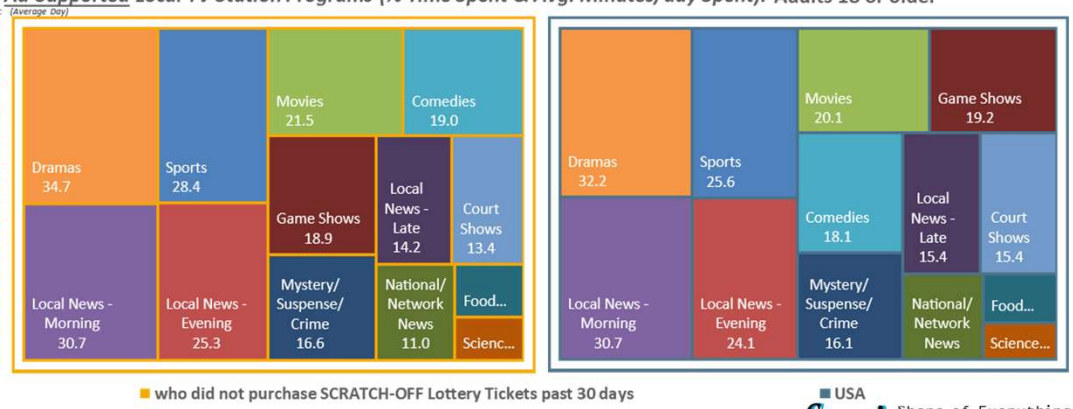
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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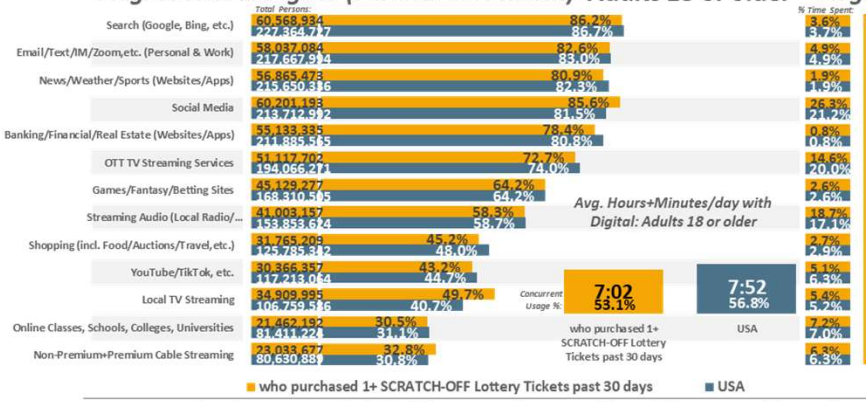
No. of times bought scratch-off lottery ticket past 30 days: None

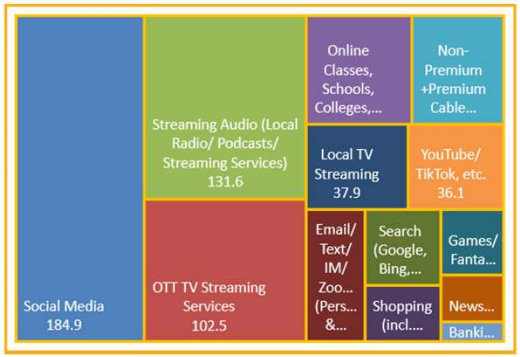


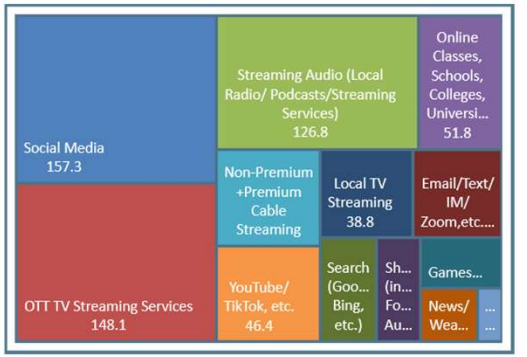
54,259,746 or 77.2% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

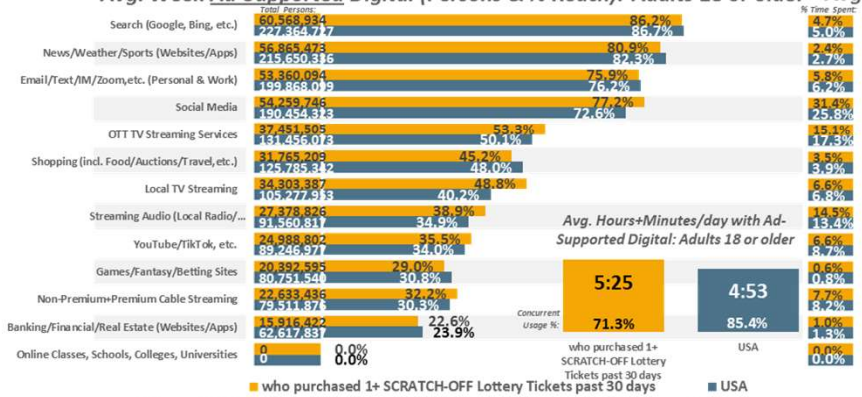


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

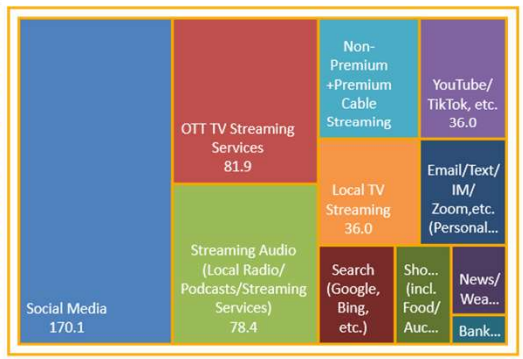


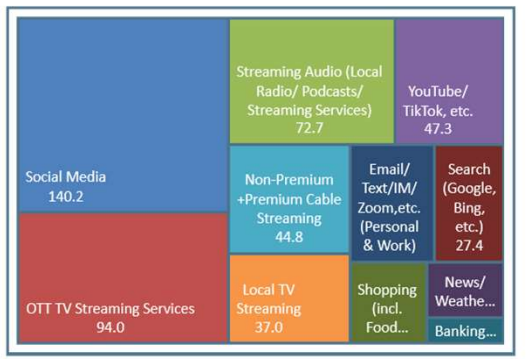


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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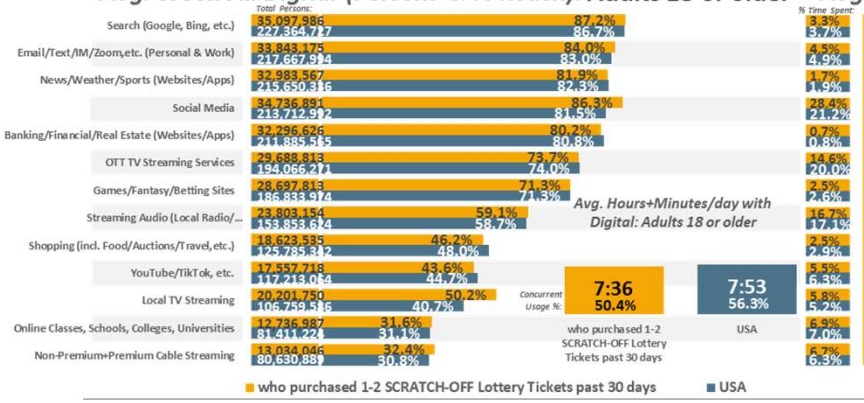
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

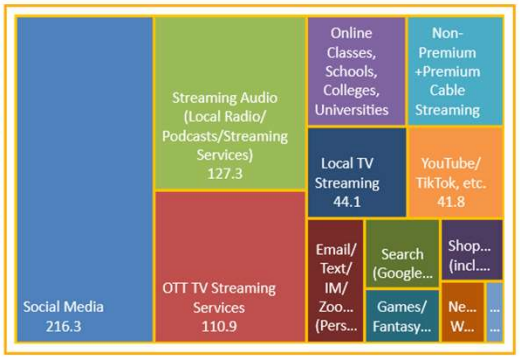


31,235,774 or 77.6% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 34.1% of all time spent daily with Ad-Supported Digital Media.

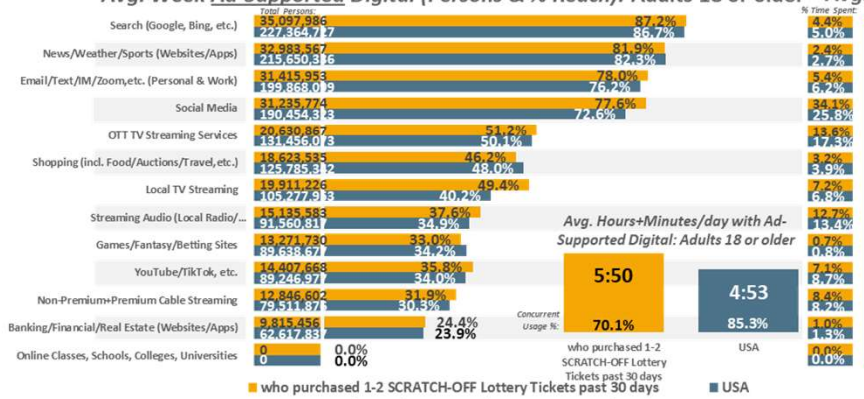
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



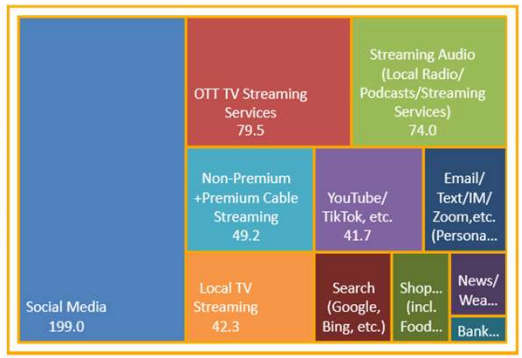
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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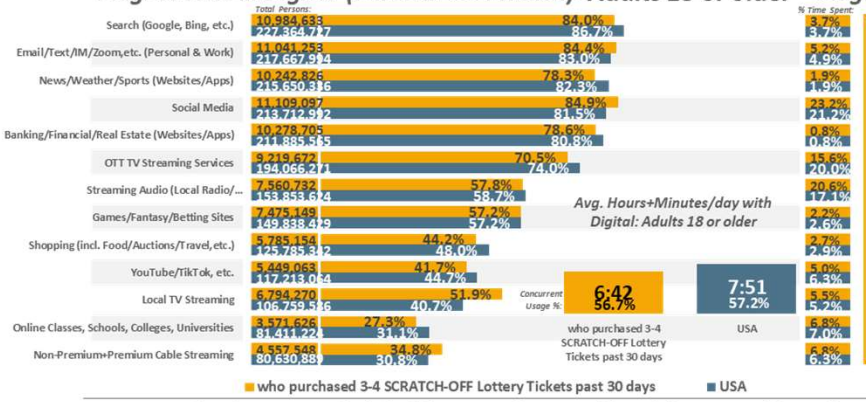
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

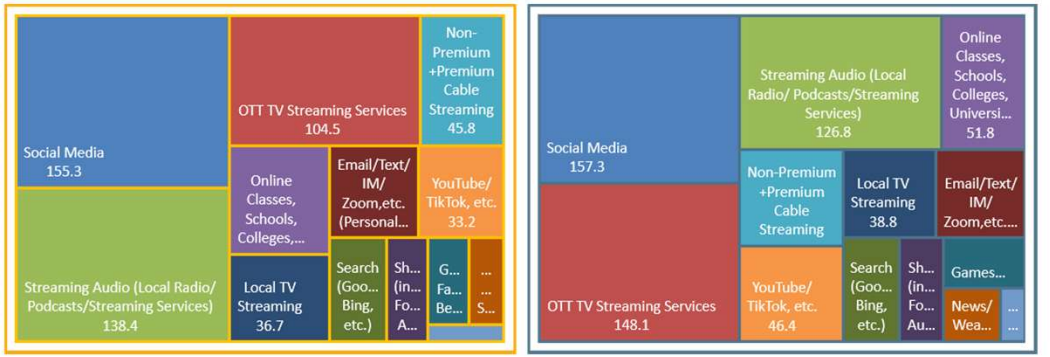


10,044,477 or 76.8% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

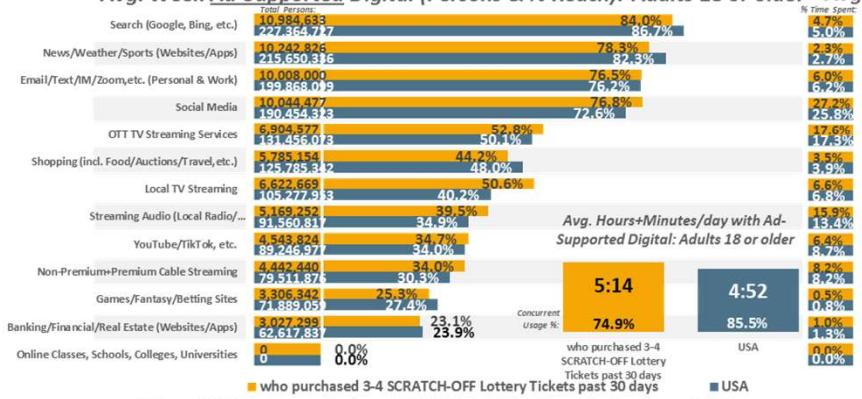
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



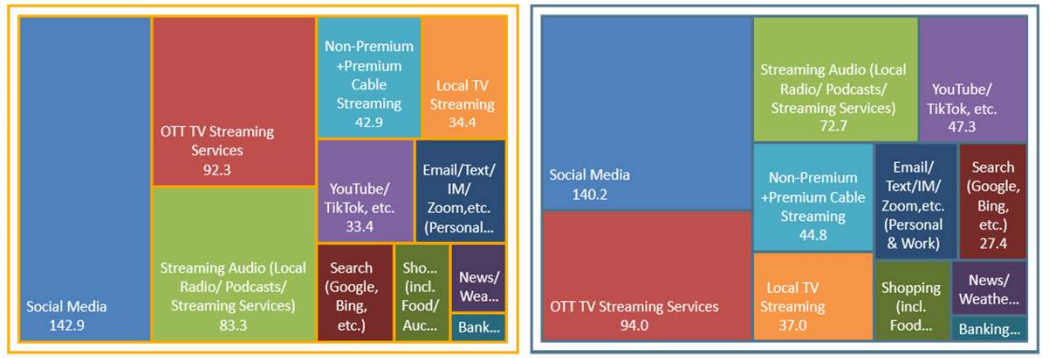
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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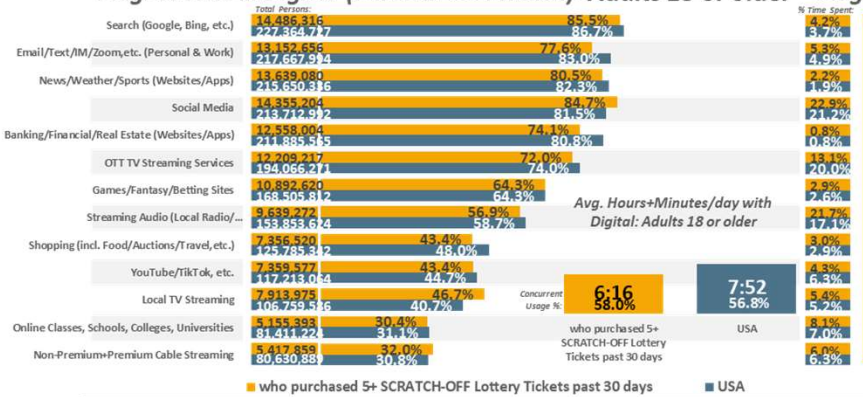
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

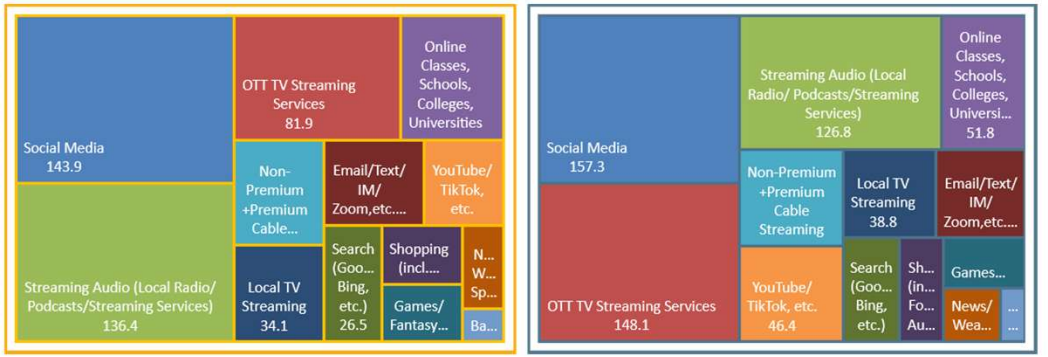


12,979,495 or 76.6% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

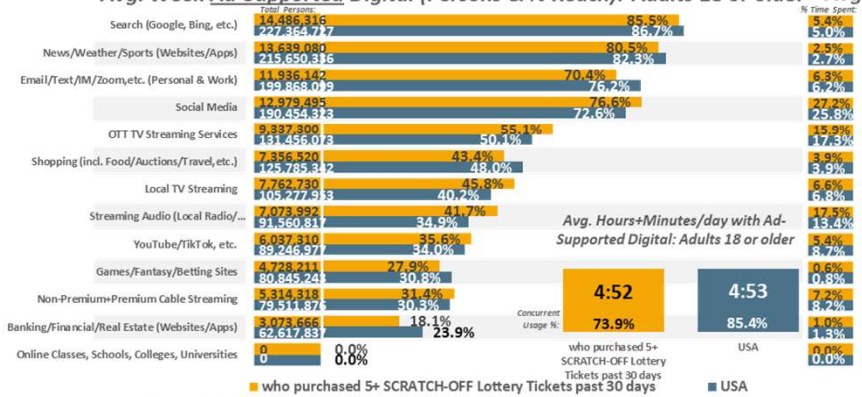
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



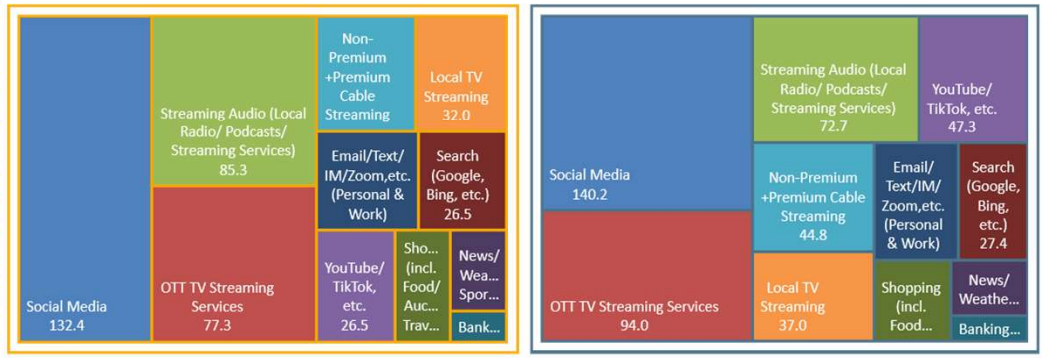
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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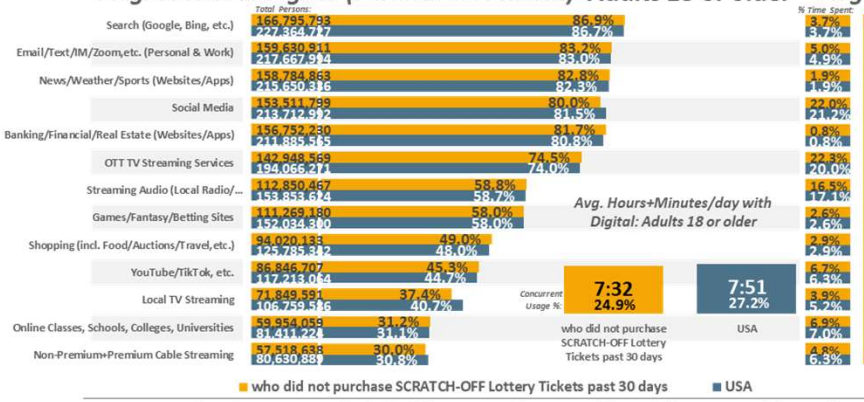
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

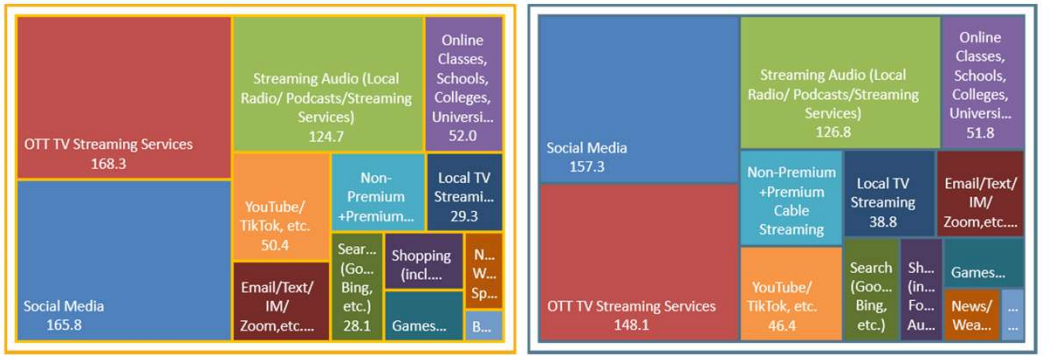


136,194,577 or 71.% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 147.1 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

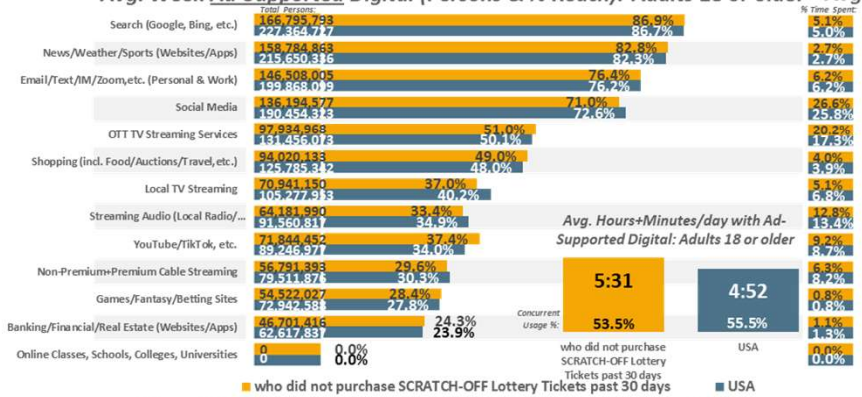
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



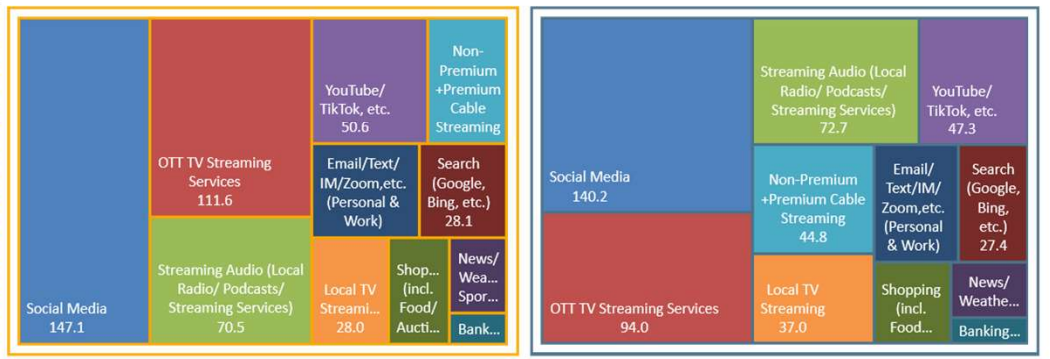
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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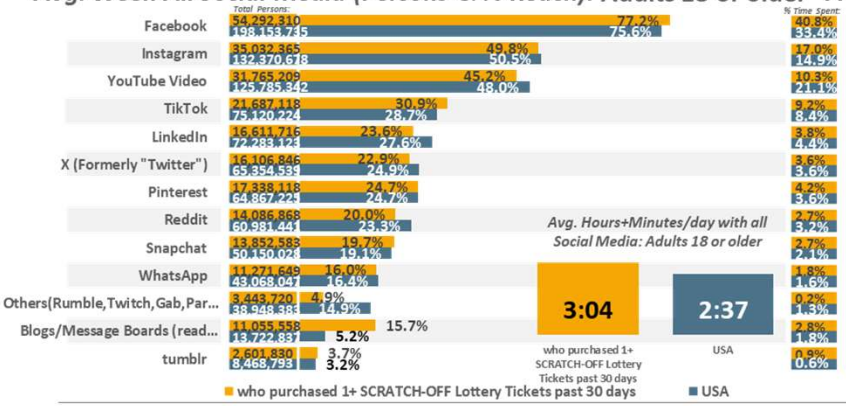
No. of times bought scratch-off lottery ticket past 30 days: None

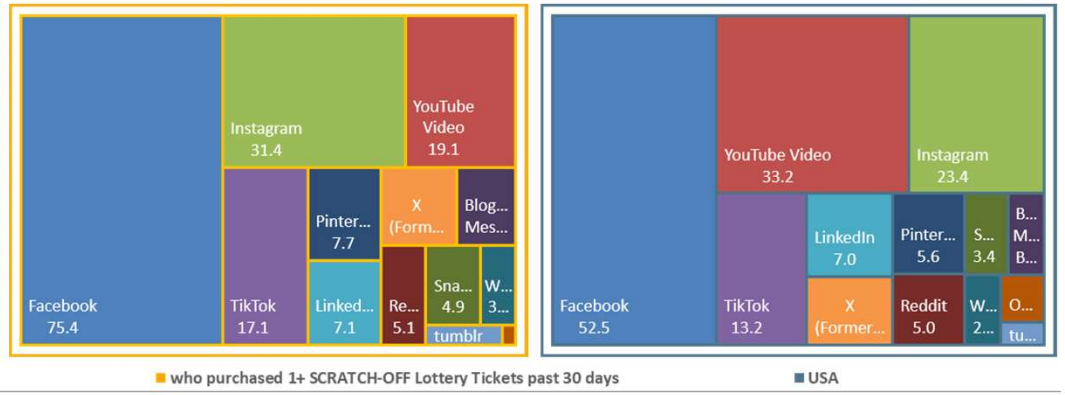


54,259,746 or 77.2% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 66.5 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

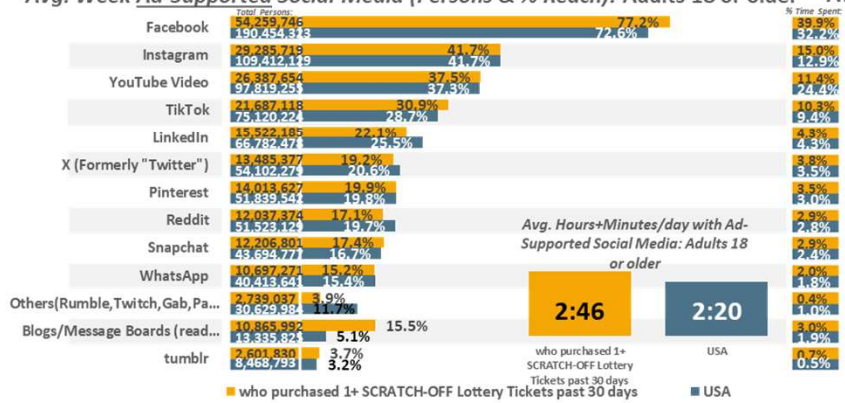
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



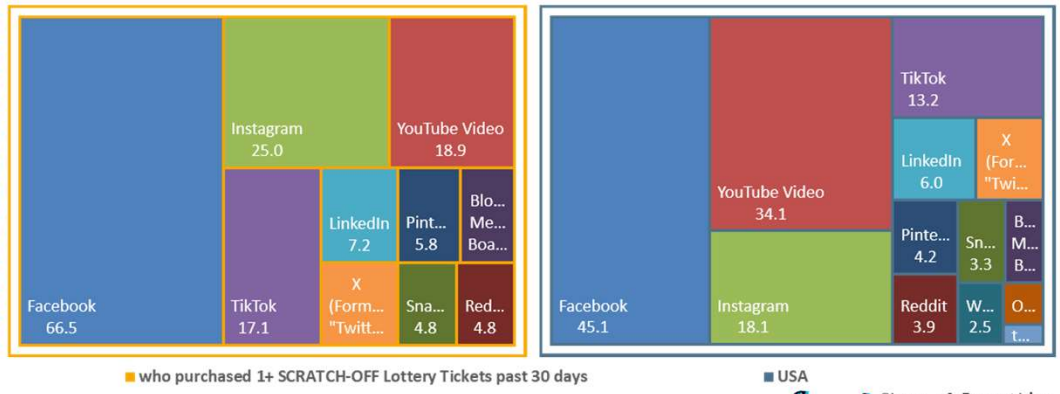
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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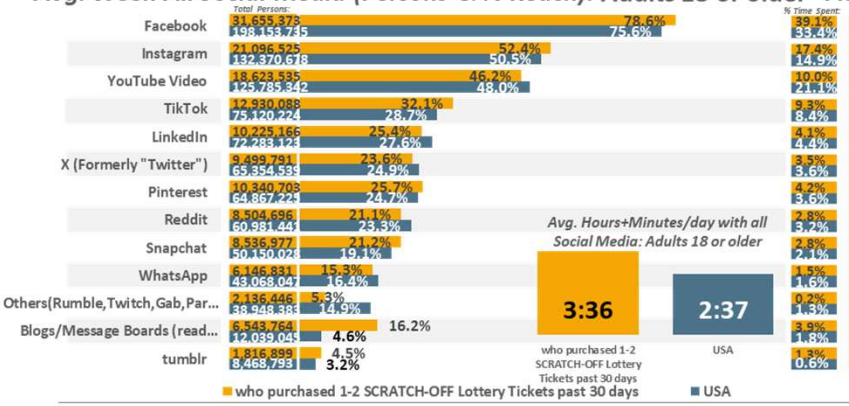
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

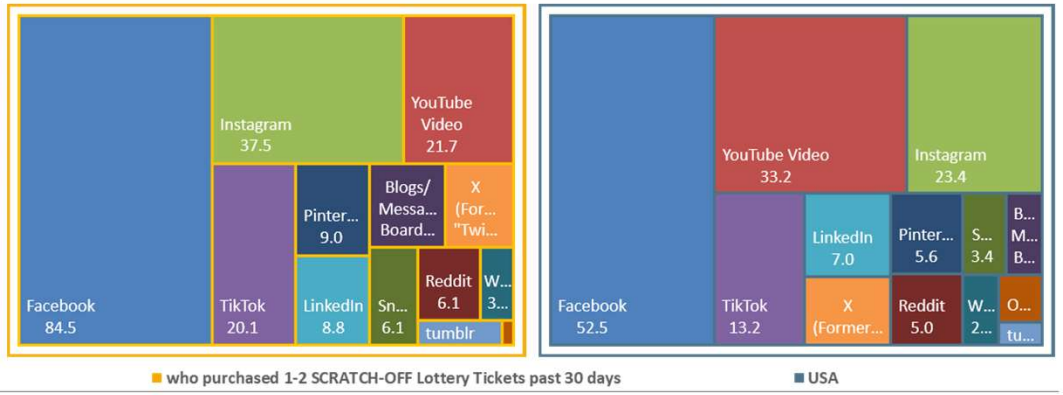


31,235,774 or 77.6% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 76.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

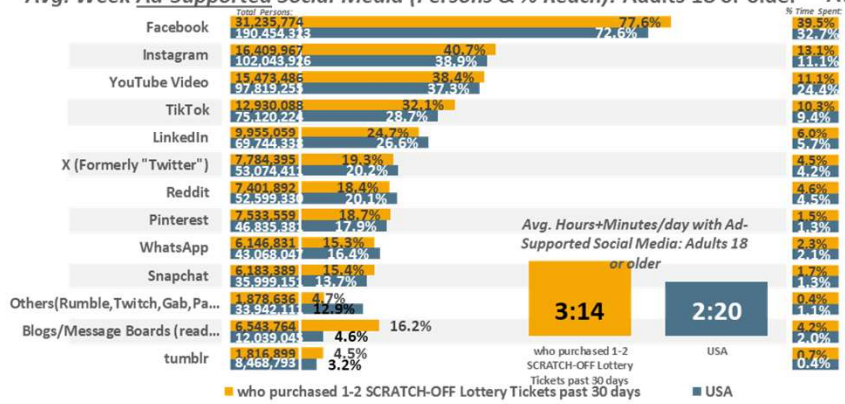
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



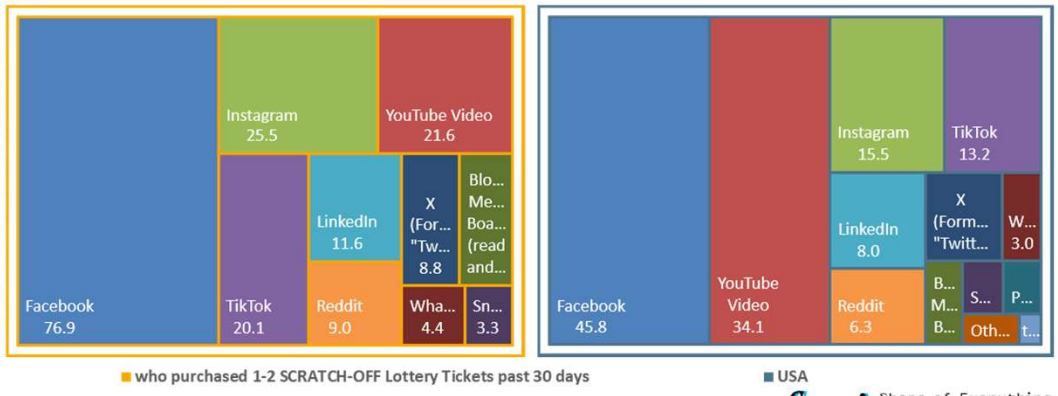
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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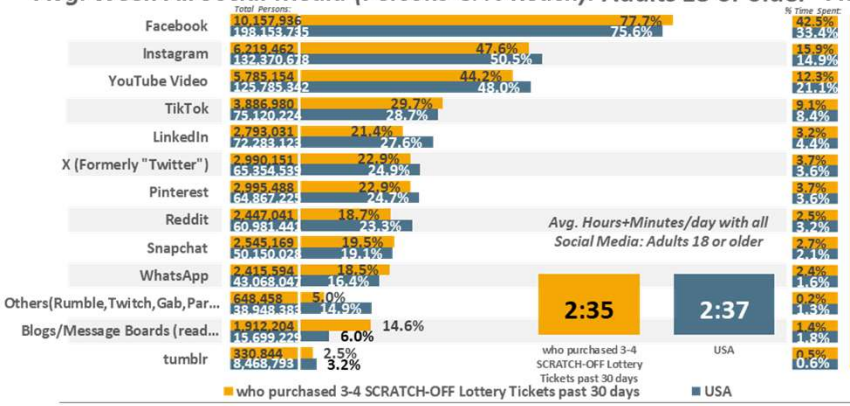
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

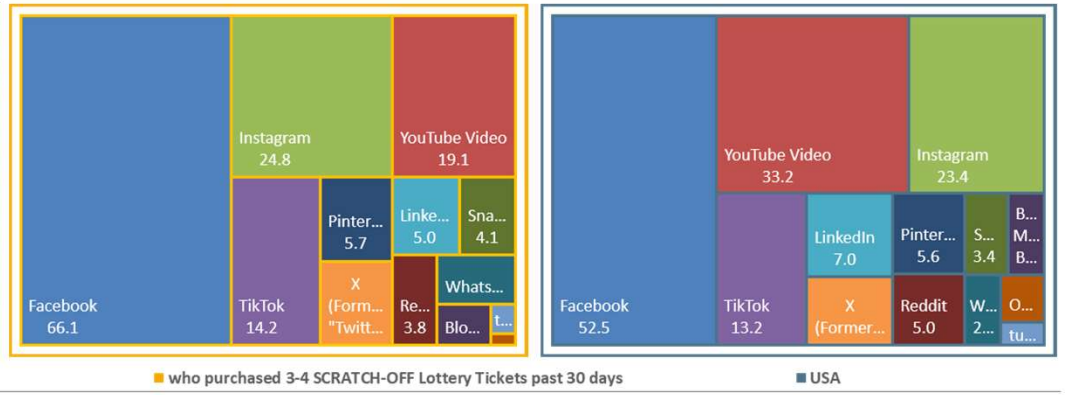


10,044,477 or 76.8% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 54.9 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

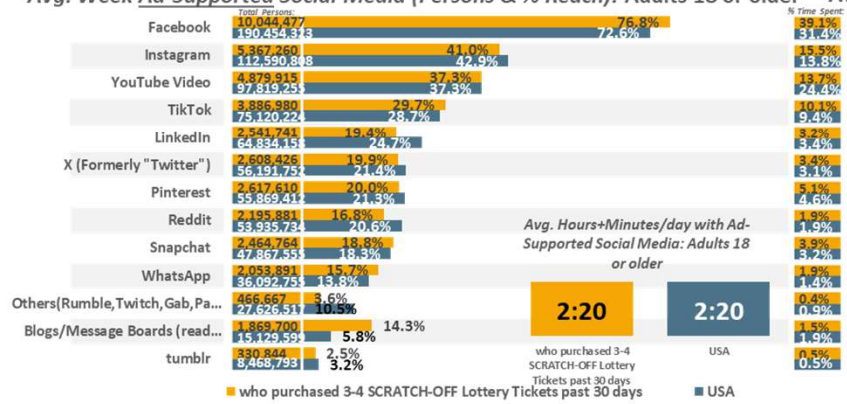
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



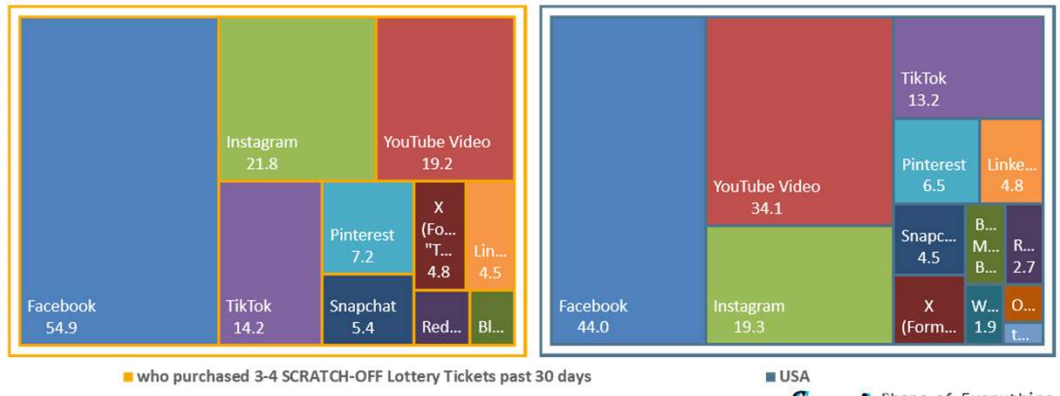
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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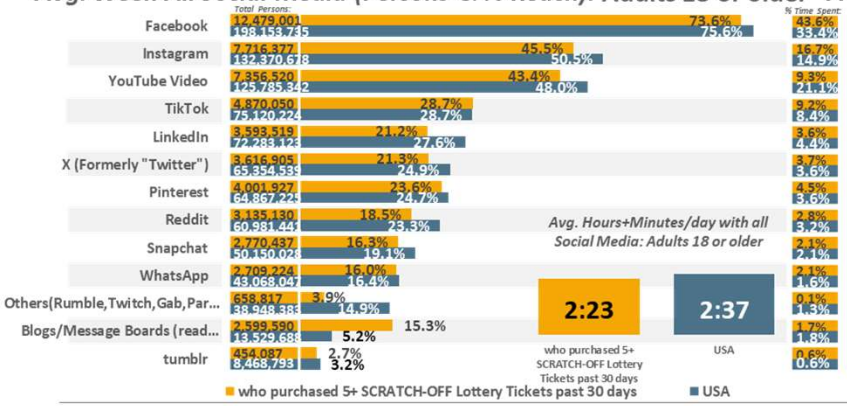
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

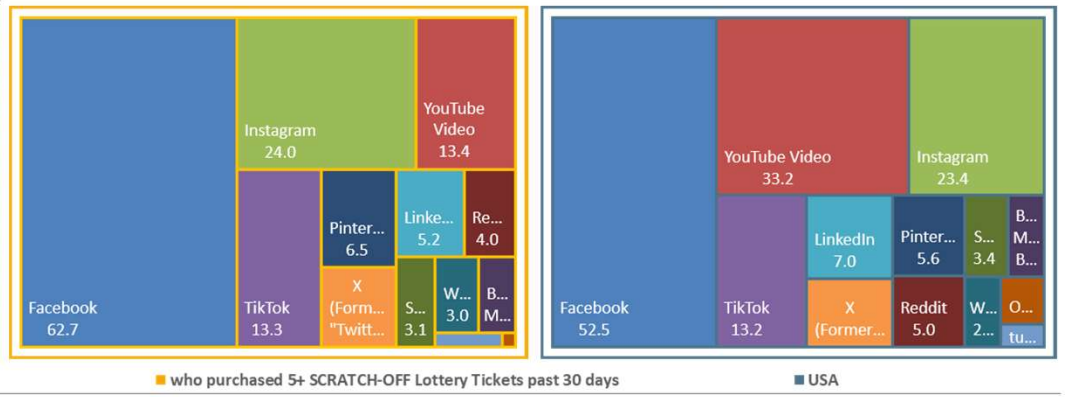


12,479,001 or 73.6% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 54.1 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

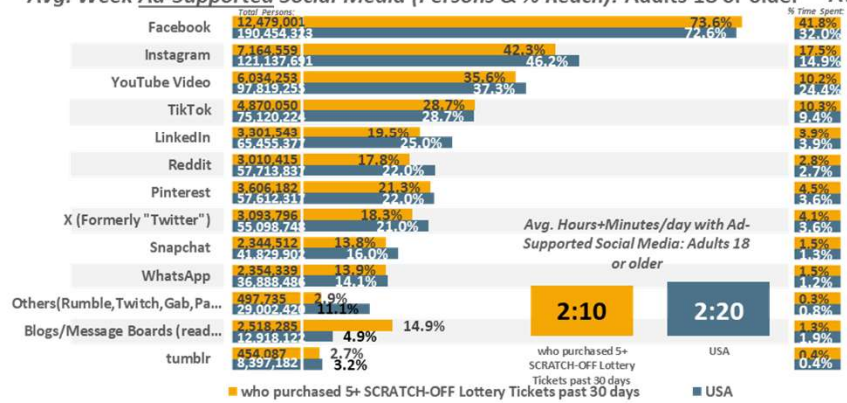
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



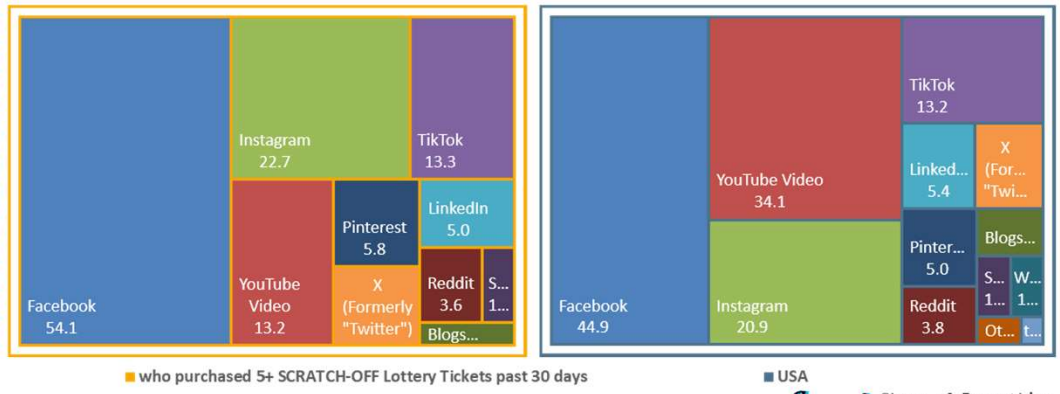
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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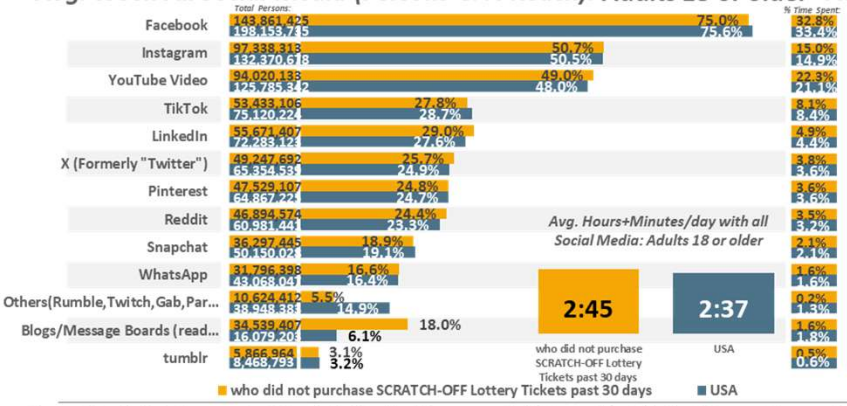
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

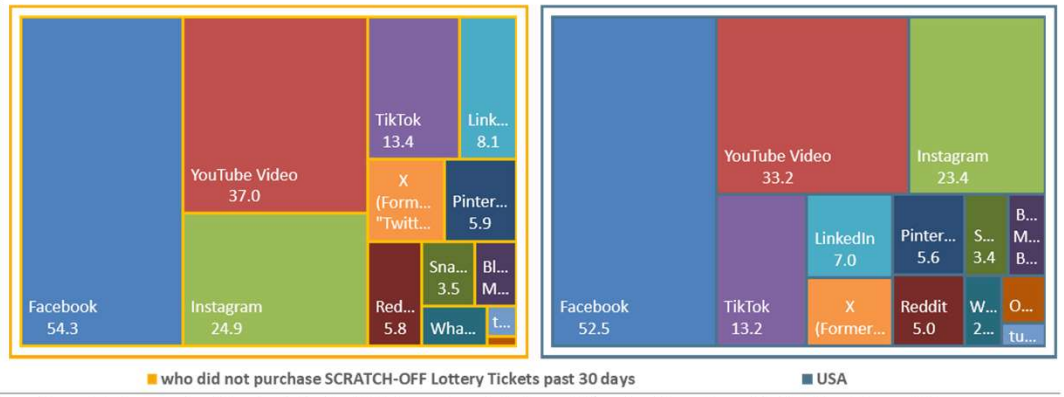


136,194,577 or 71.% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 49.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

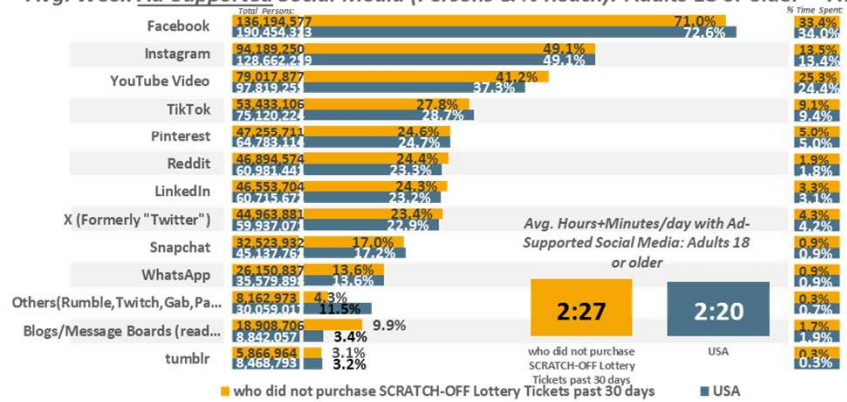
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



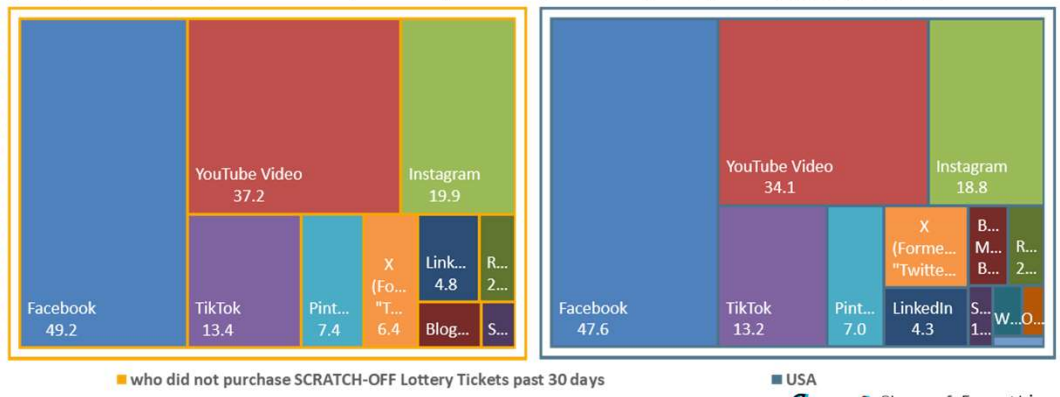
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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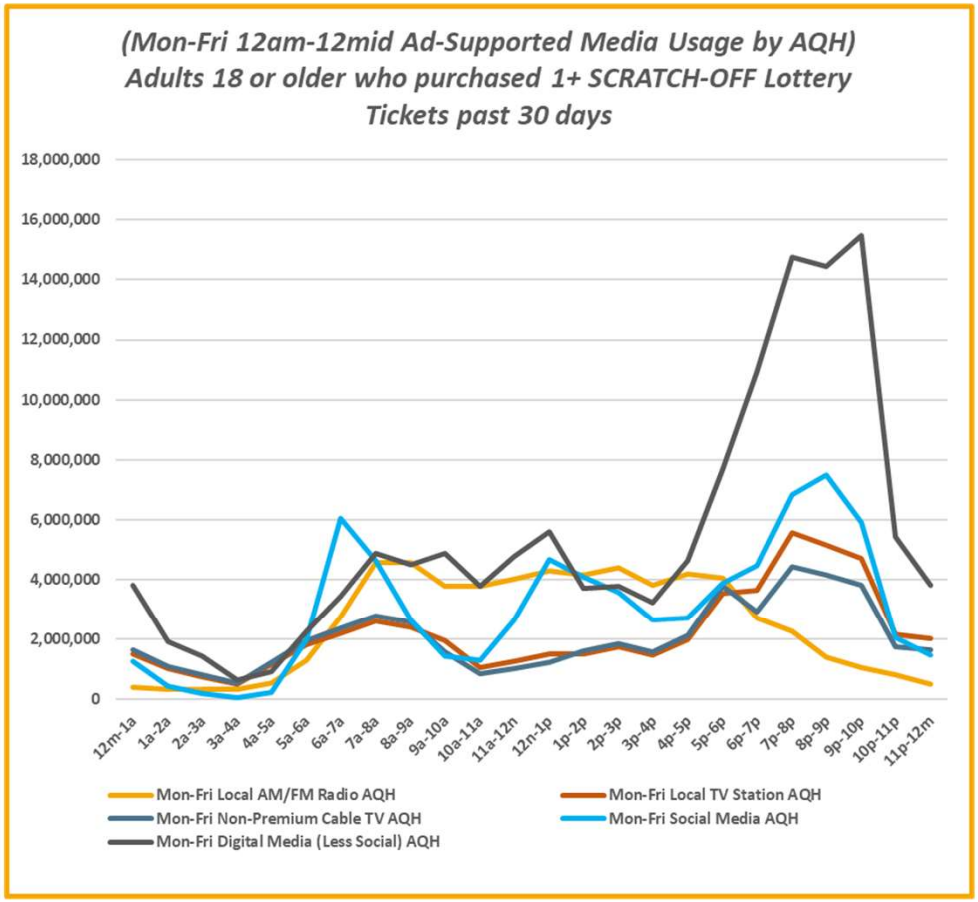
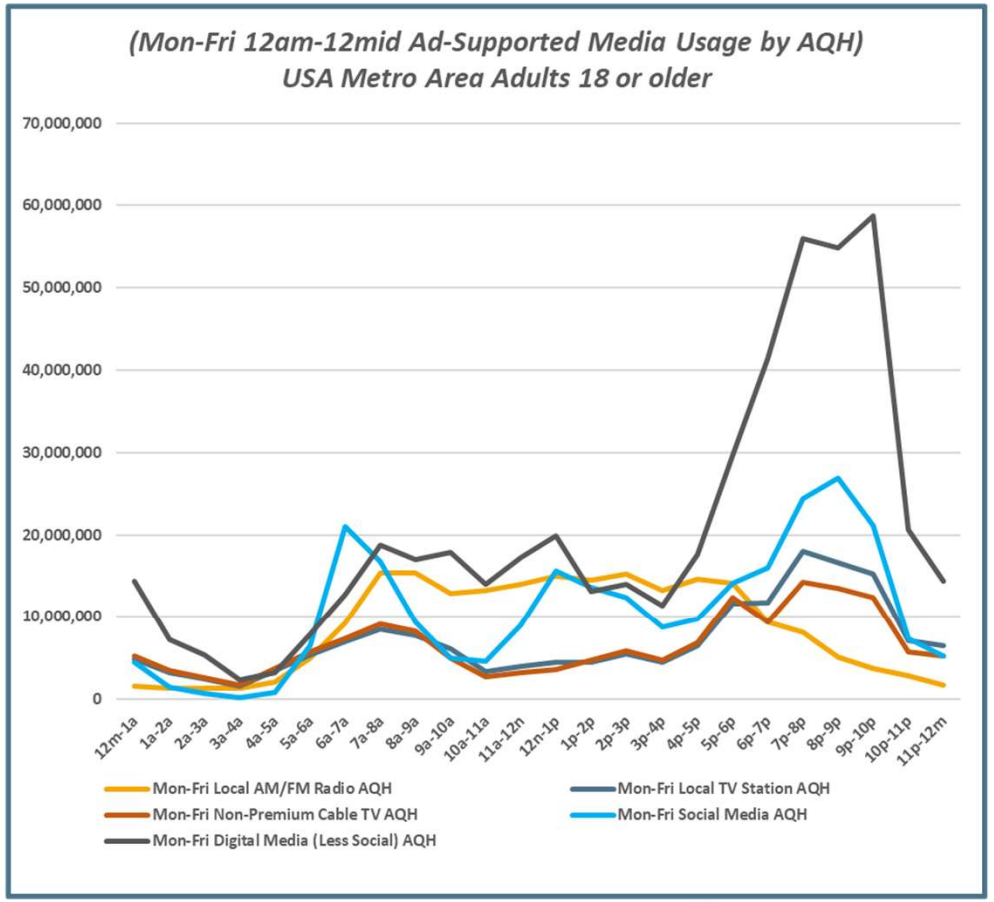
No. of times bought scratch-off lottery ticket past 30 days: None



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,065,719; Local Radio: 3,923,183; Social Media: 3,444,755; Local TV: 2,061,286; Non-Prem. Cable: 2,013,789 reaching Adults 18 or older who purchased 1+ SCRATCH-OFF Lotte





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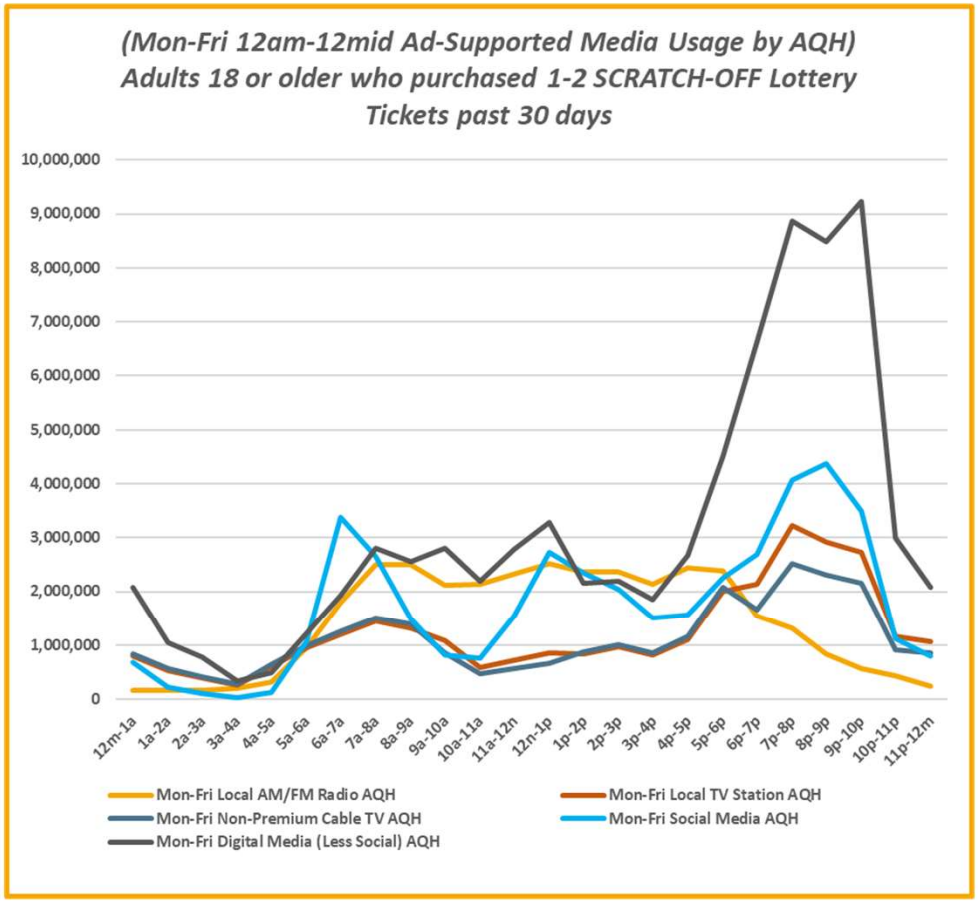
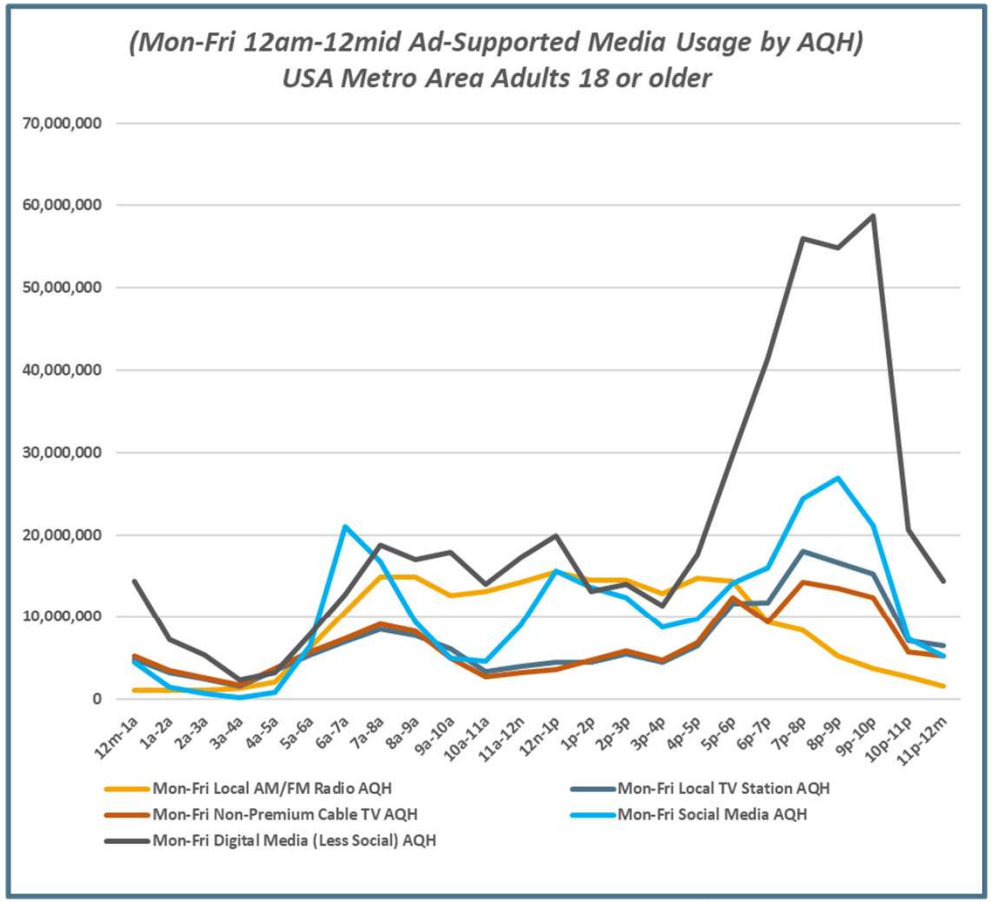
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,949,917; Local Radio: 2,237,485; Social Media: 1,979,630; Local TV: 1,157,422; Non-Prem. Cable: 1,102,313 reaching Adults 18 or older who purchased 1-2 SCRATCH-OFF Lott





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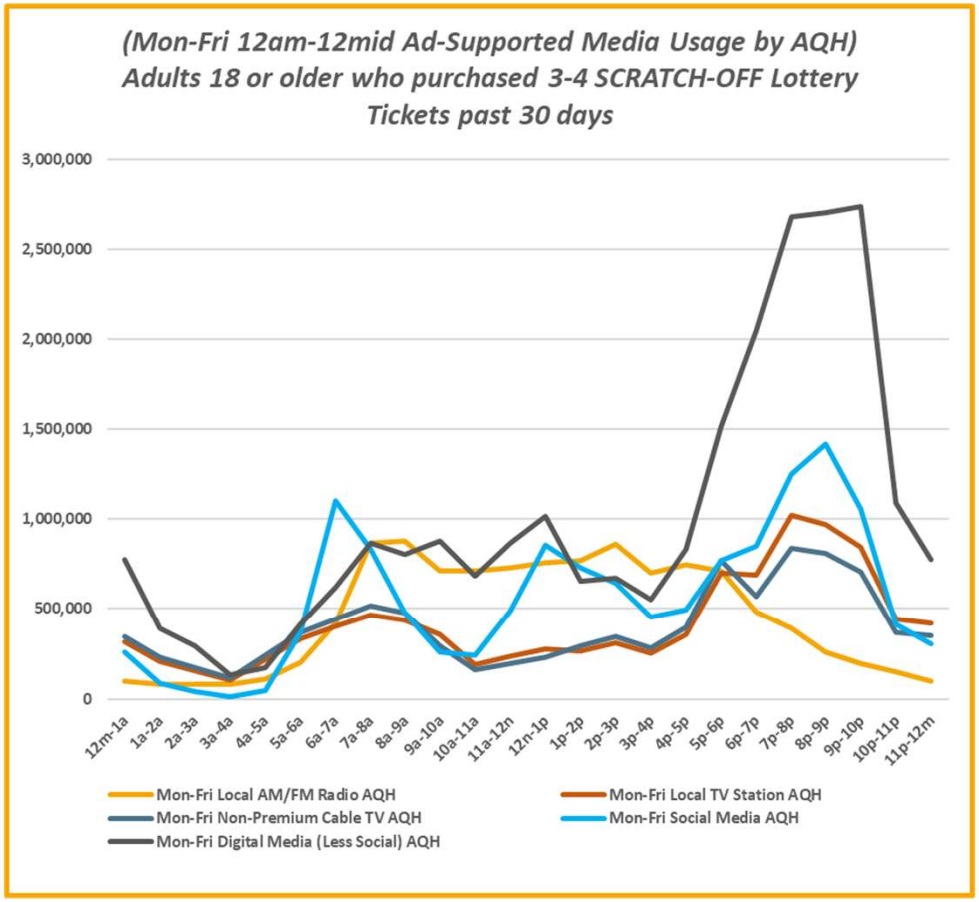
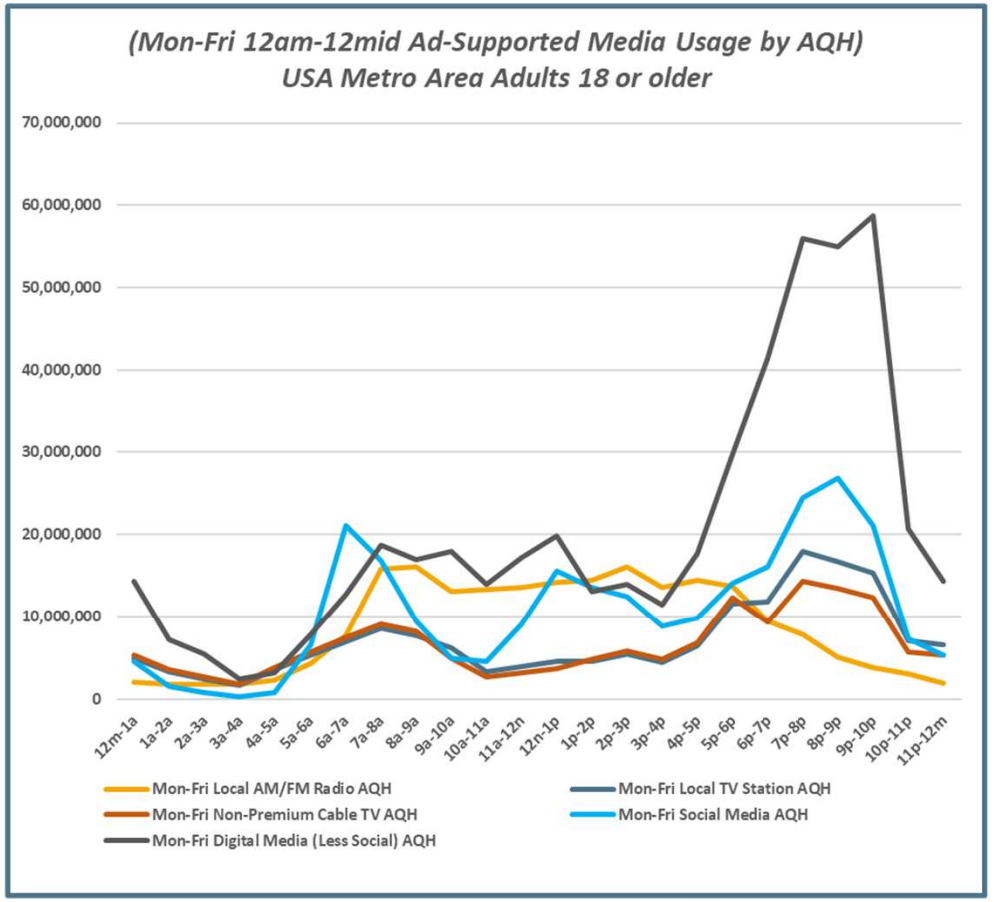
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 924,789; Local Radio: 719,042; Social Media: 630,449; Non-Prem. Cable: 381,853; Local TV: 380,204 reaching Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Ticket





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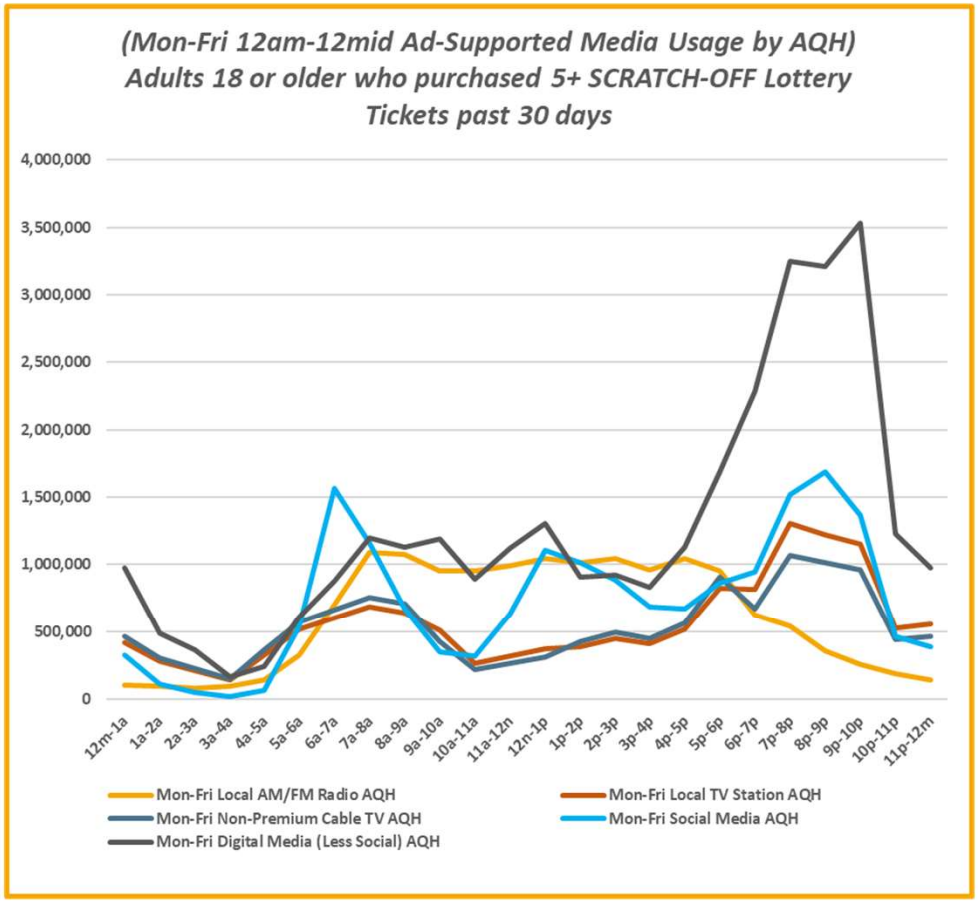
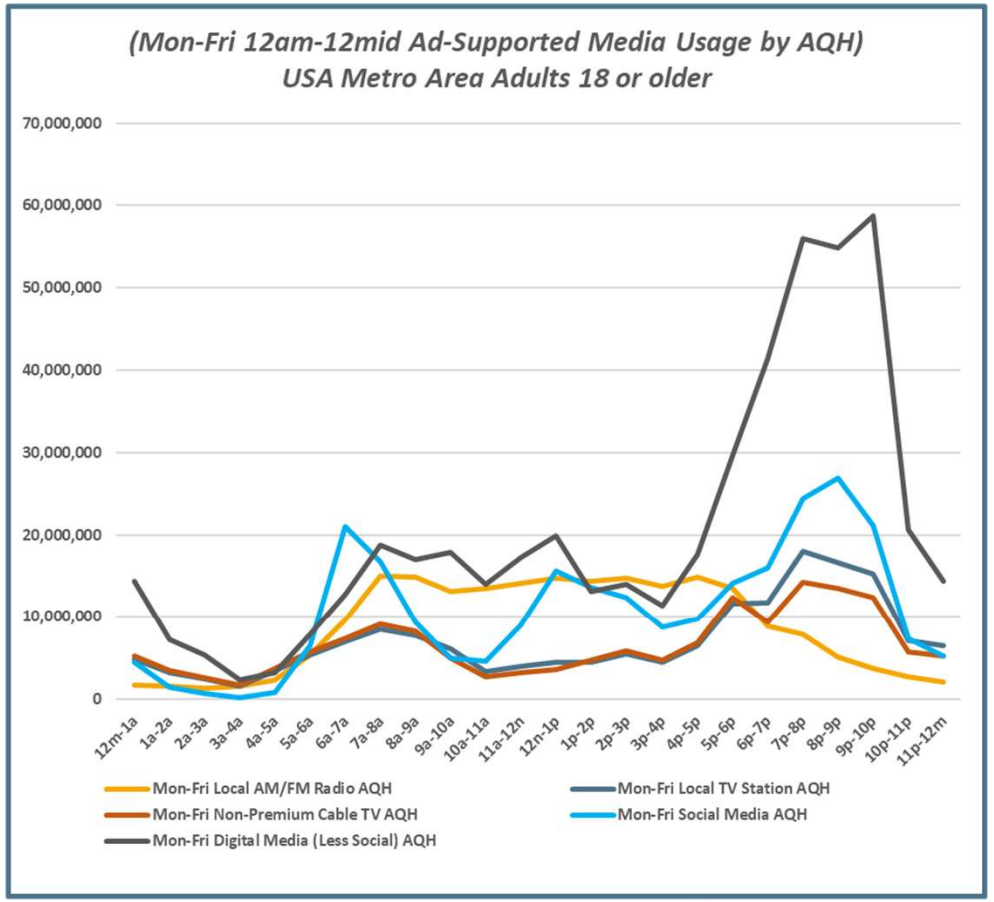
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,190,729; Local Radio: 957,879; Social Media: 834,829; Non-Prem. Cable: 527,579; Local TV: 522,531 reaching Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Ticke





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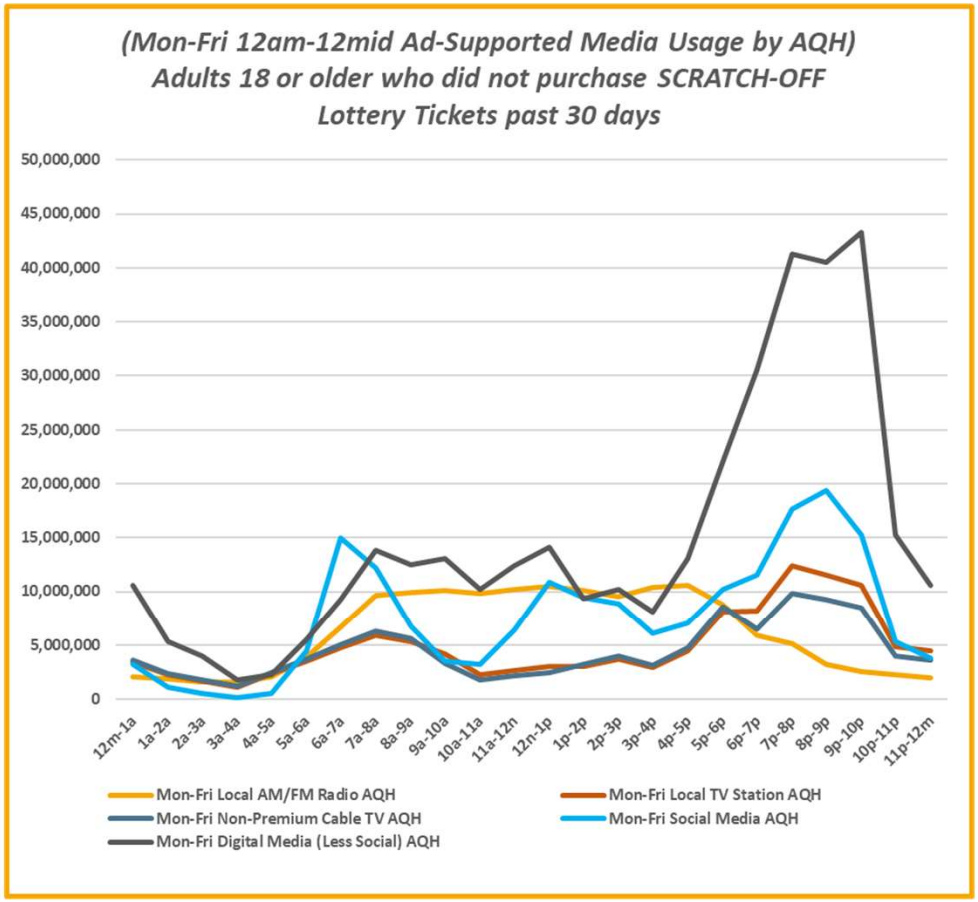
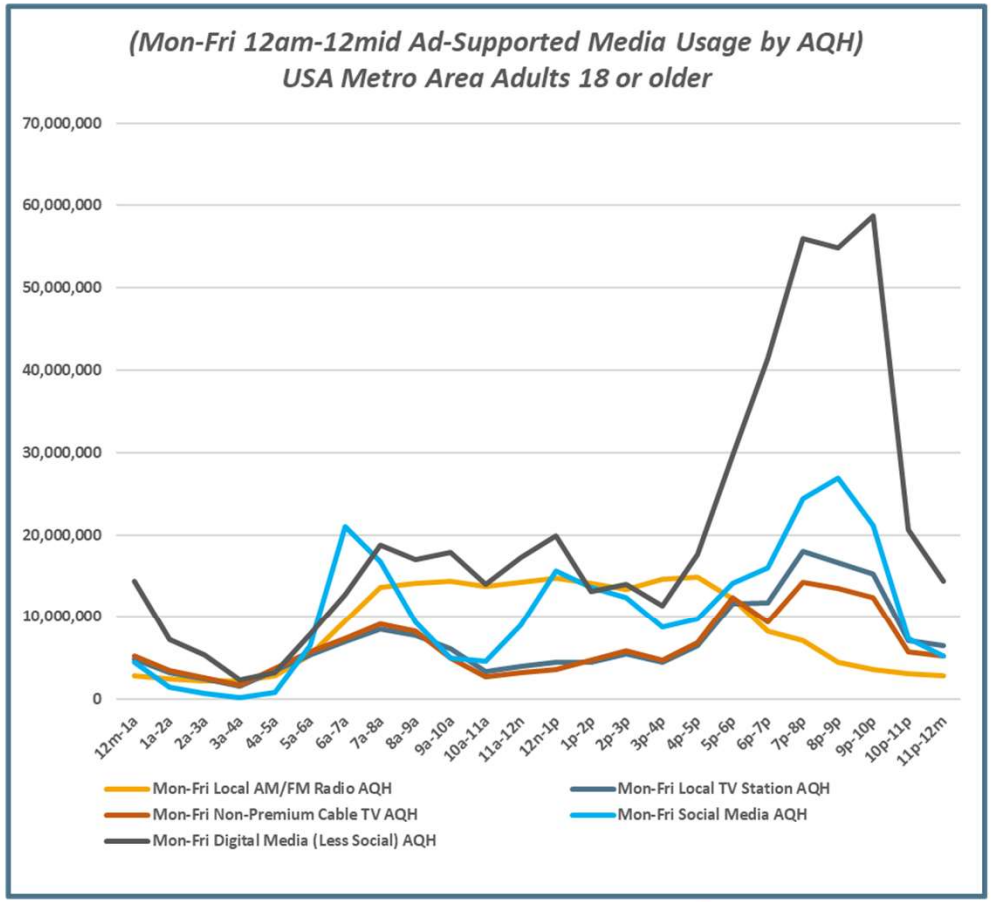
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,726,967; Local Radio: 9,380,209; Social Media: 8,546,582; Local TV: 4,485,788; Non-Prem. Cable: 4,356,808 reaching Adults 18 or older who did not purchase SCRATCH-OFF





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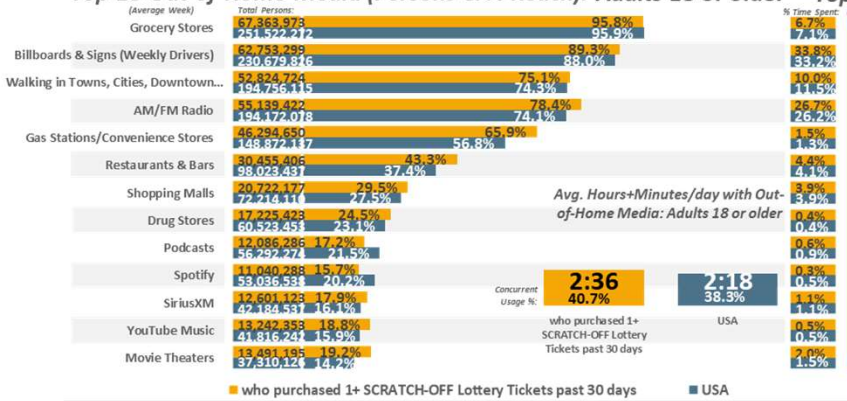
No. of times bought scratch-off lottery ticket past 30 days: None

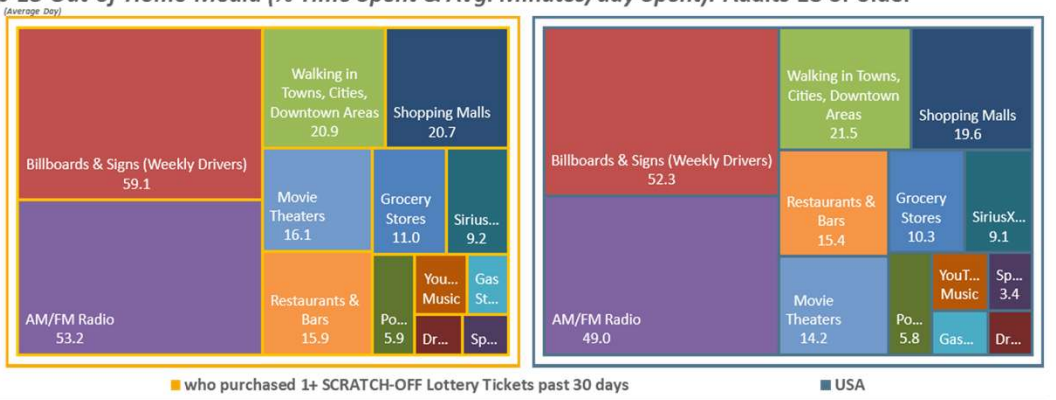


62,753,299 or 89.3% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days spend an average of 59.1 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 50.1 minu

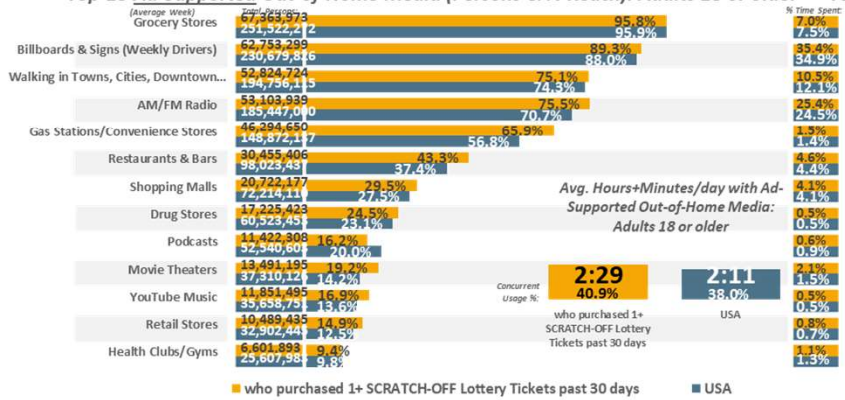
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



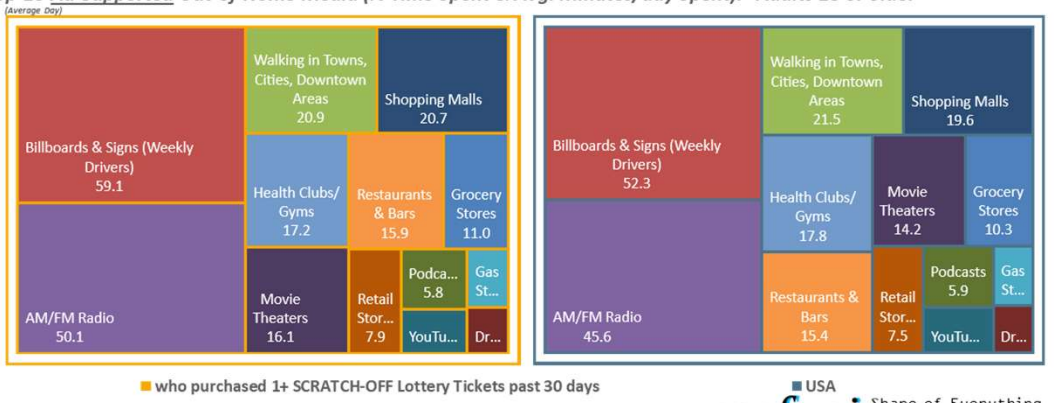
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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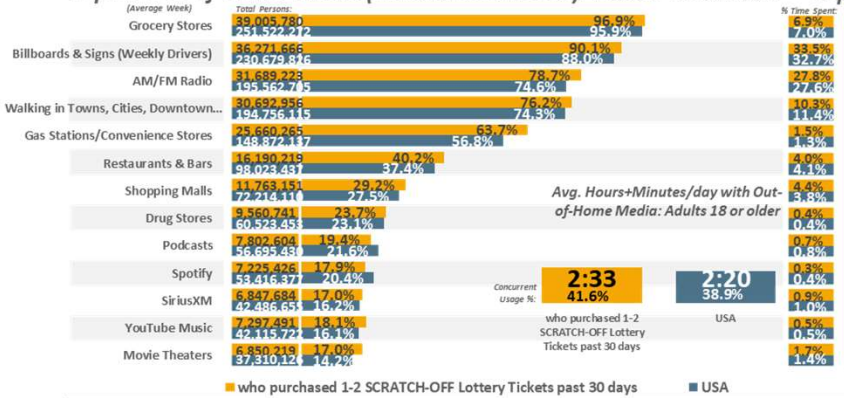
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

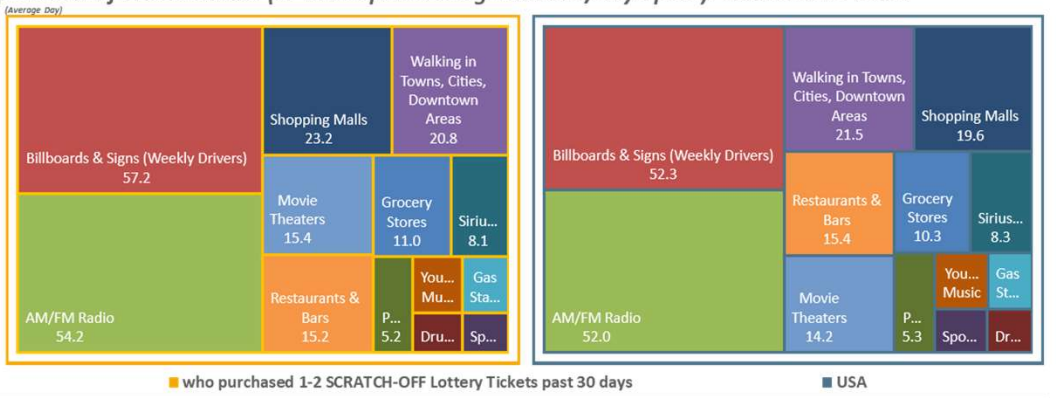


36,271,666 or 90.1% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 75.8% Listen to Local Radio Stations Out-of-Home for an average of 51.2 min

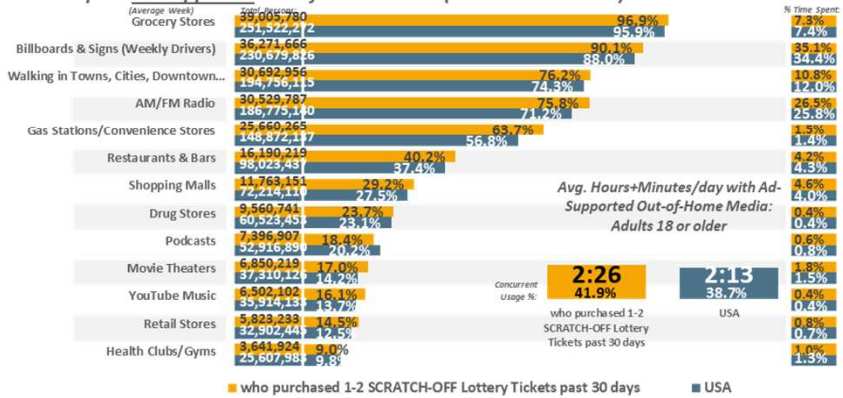
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



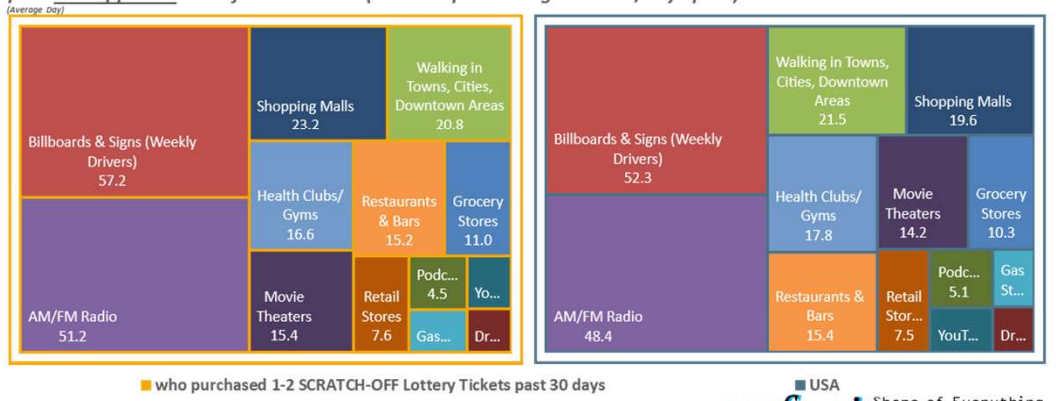
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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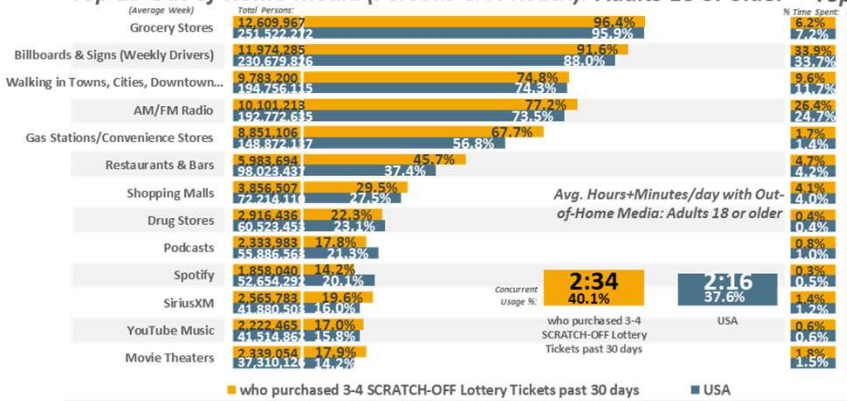
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

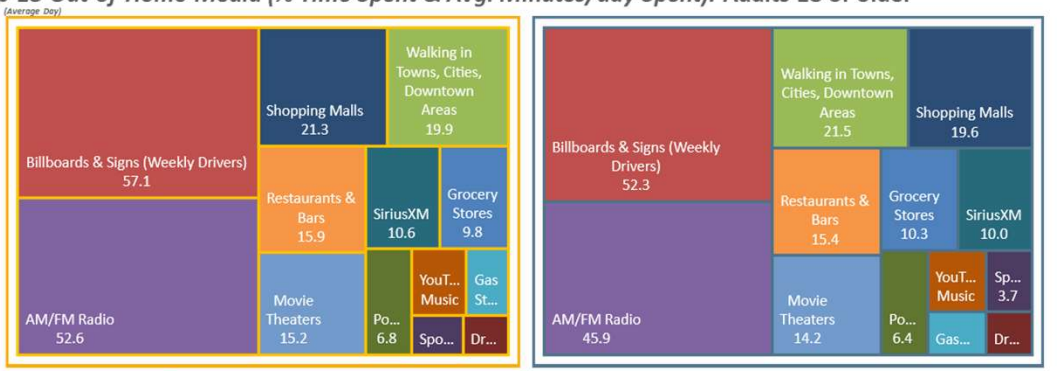


11,974,285 or 91.6% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days spend an average of 57.1 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 49.6 min

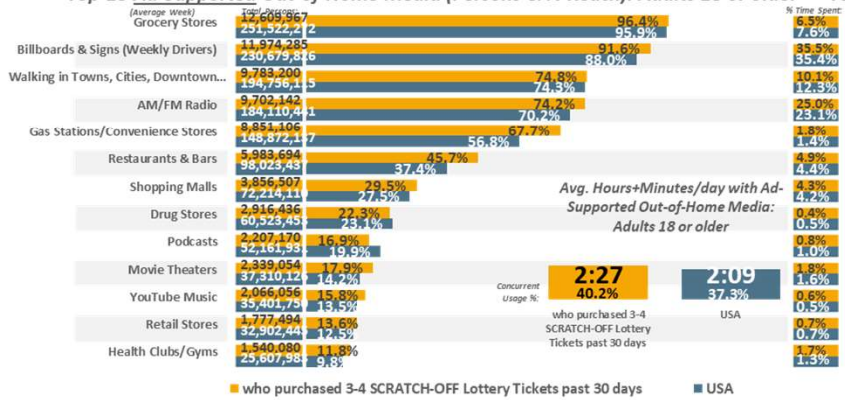
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



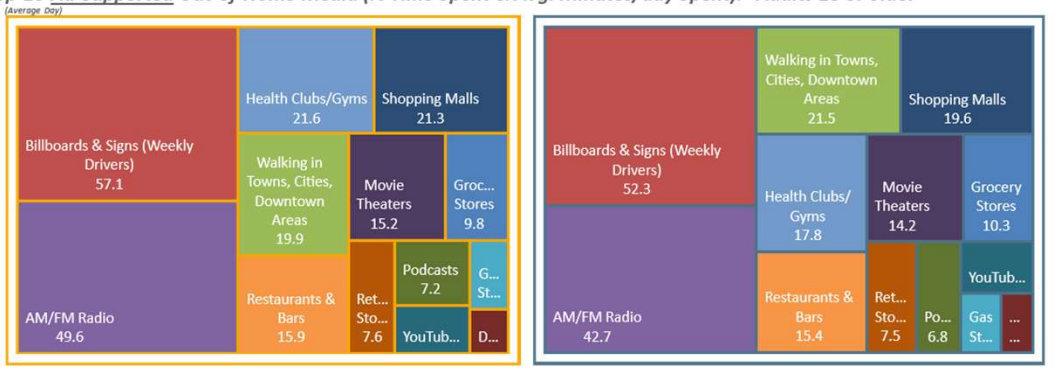
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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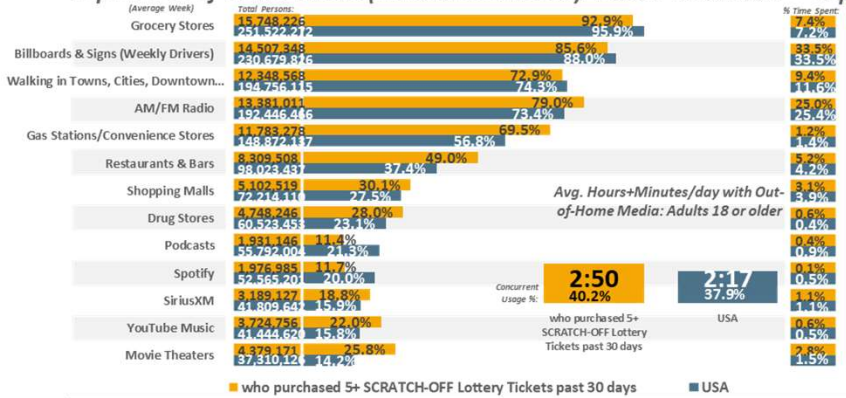
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

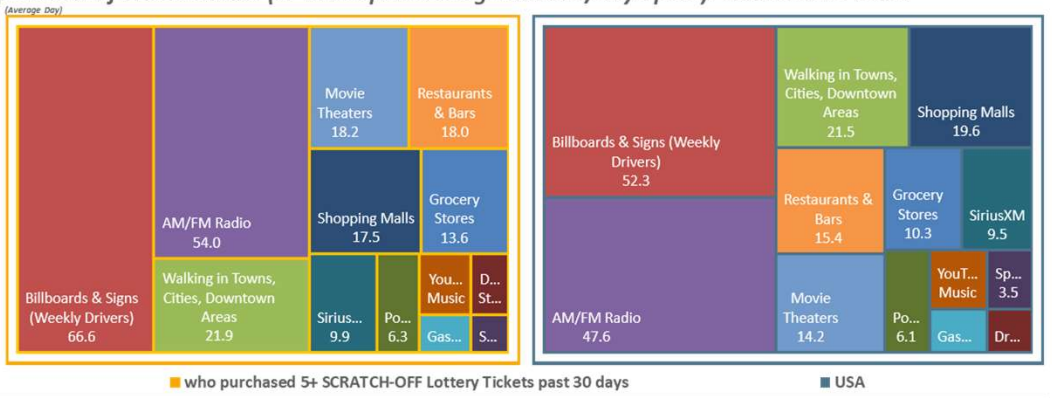


14,507,348 or 85.6% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 76.1% Listen to Local Radio Stations Out-of-Home for an average of 50.5 minu

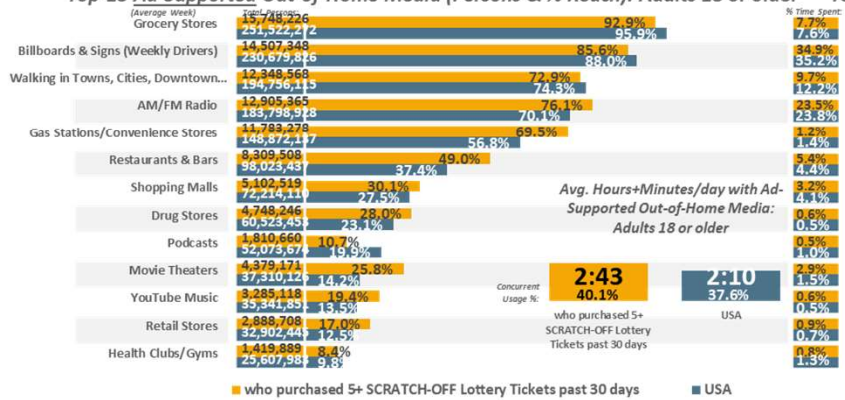
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



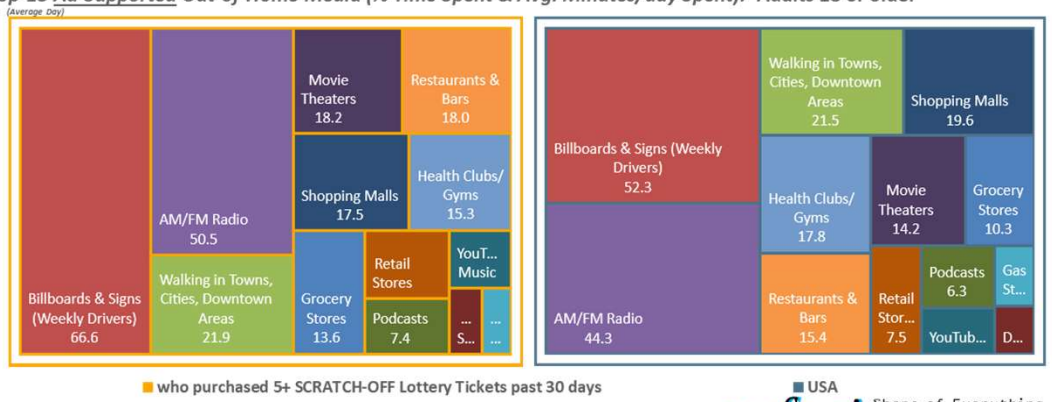
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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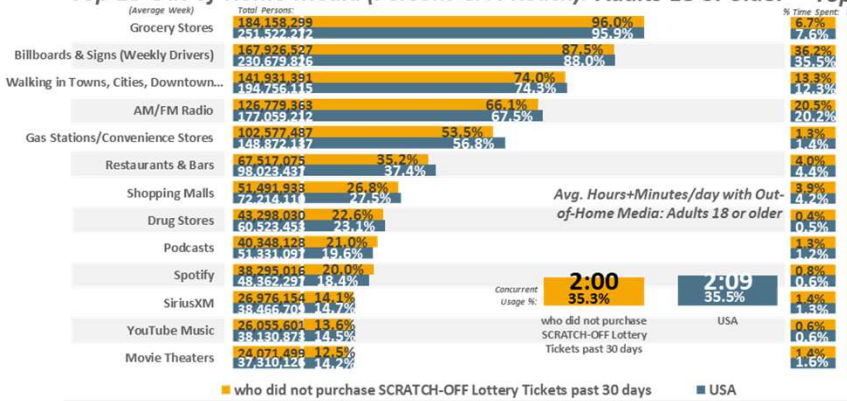
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

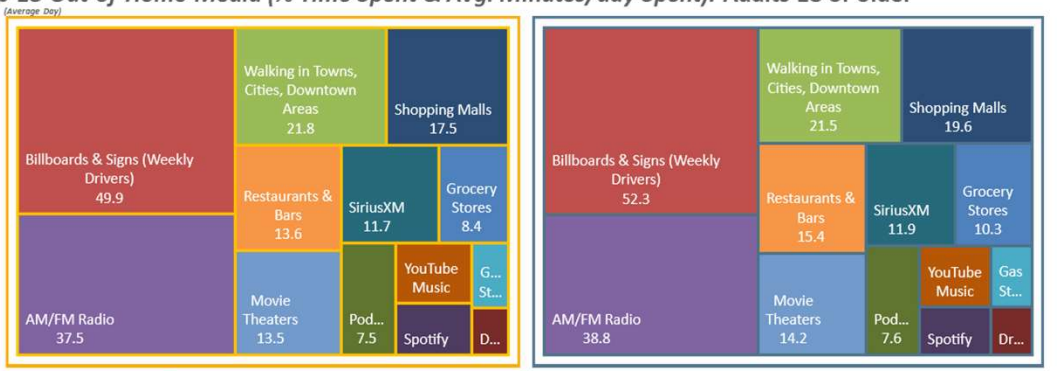


167,926,527 or 87.5% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 34.7

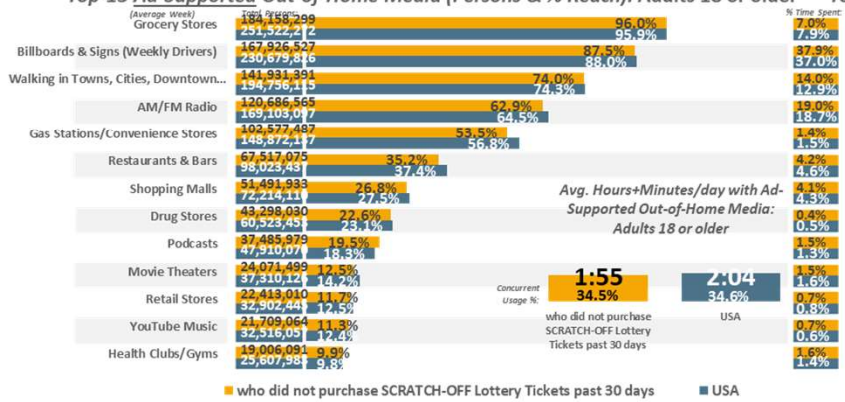
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



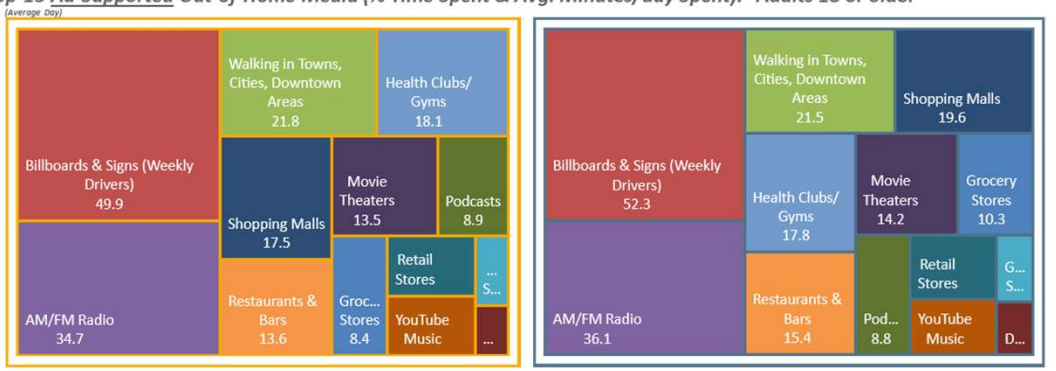
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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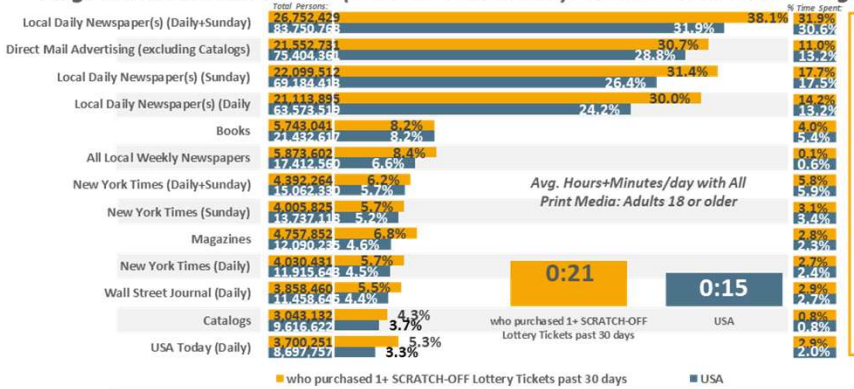
No. of times bought scratch-off lottery ticket past 30 days: None

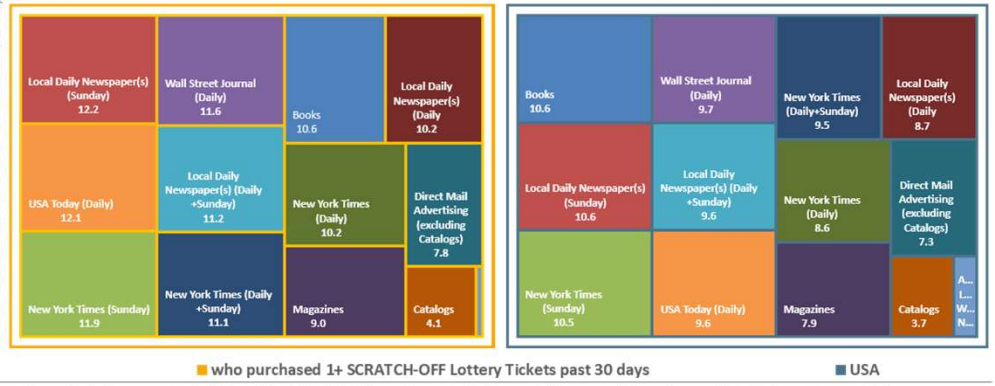


26,752,429 or 38.1% of Adults 18 or older who purchased 1+ SCRATCH-OFF Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 33.2% of all time spent daily with All forms of Print M

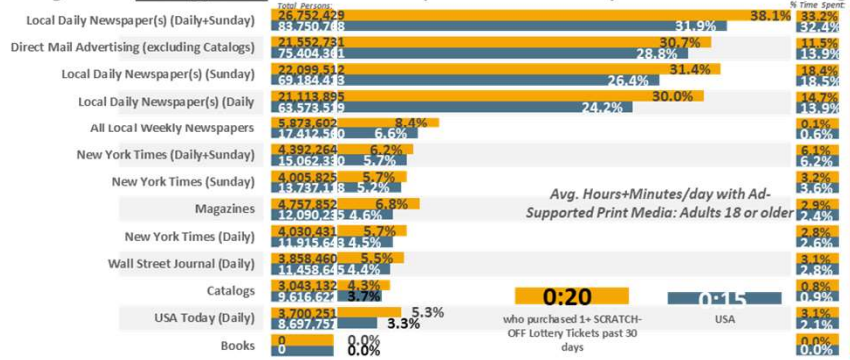
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



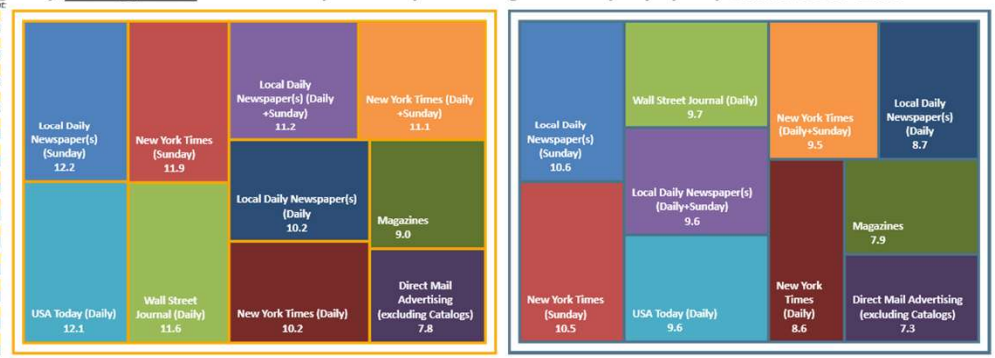
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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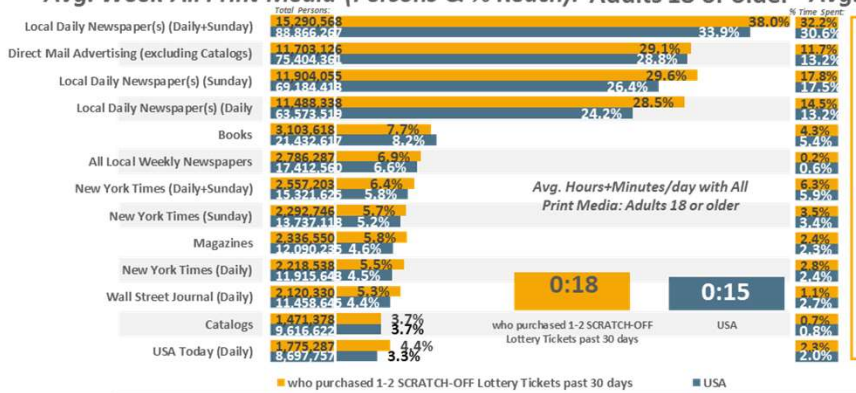
No. of times bought scratch-off lottery ticket past 30 days: Any scratch-off lottery ticket bought past 30 days

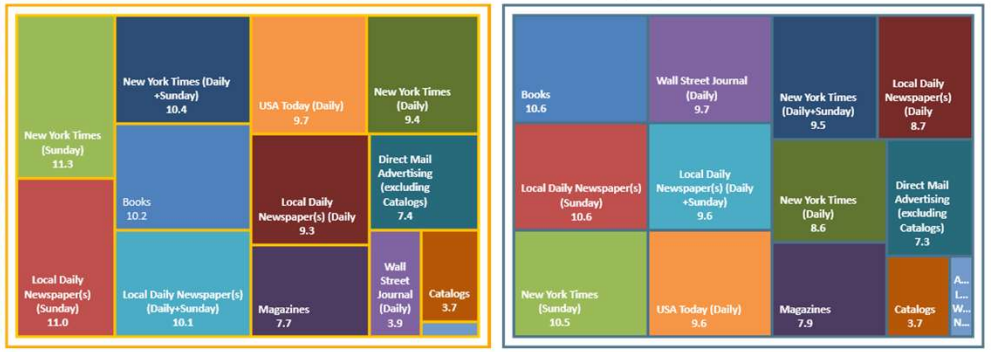


15,290,568 or 38.% of Adults 18 or older who purchased 1-2 SCRATCH-OFF Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 33.7% of all time spent daily with All forms of Print M

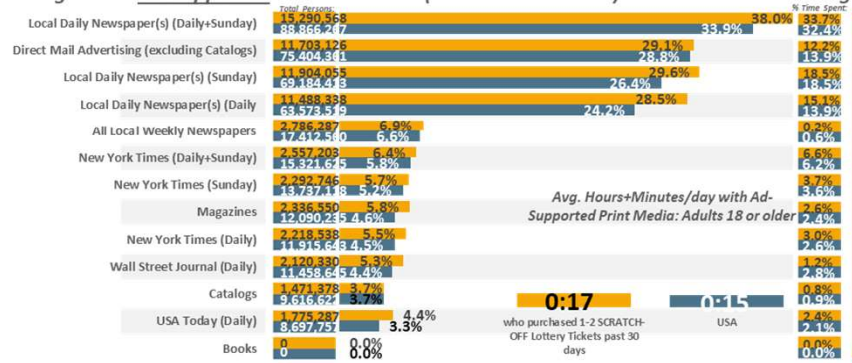
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



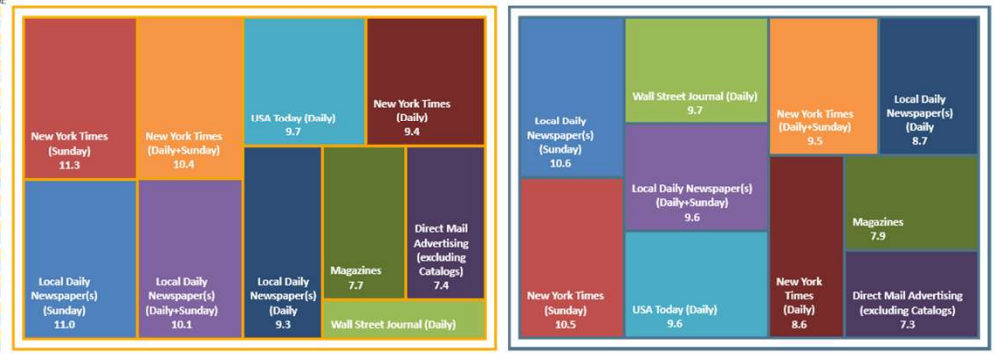
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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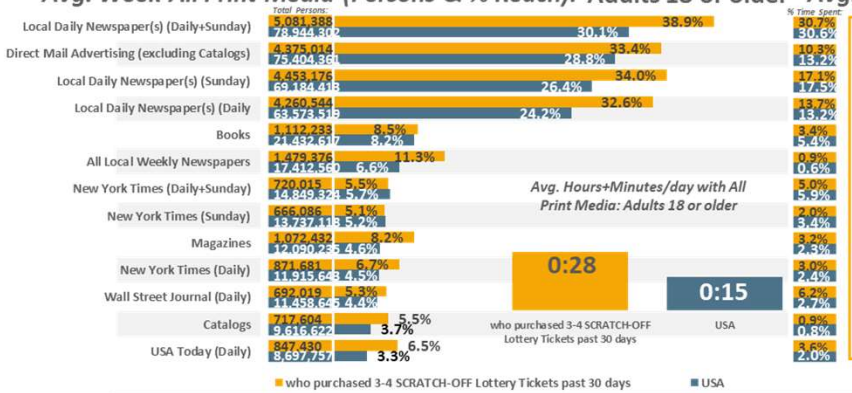
No. of times bought scratch-off lottery ticket past 30 days: 1 - 2 times

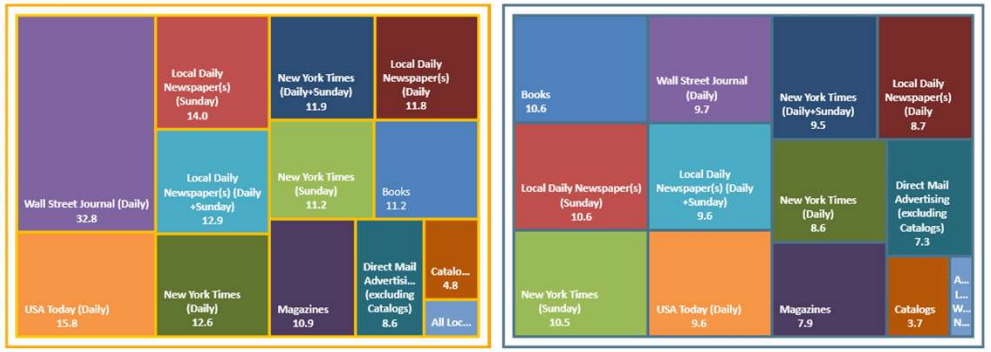


5,081,388 or 38.9% of Adults 18 or older who purchased 3-4 SCRATCH-OFF Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 31.8% of all time spent daily with All forms of Print M

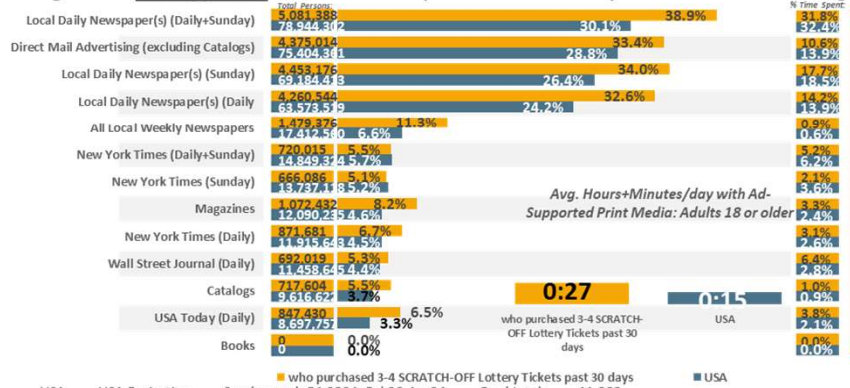
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



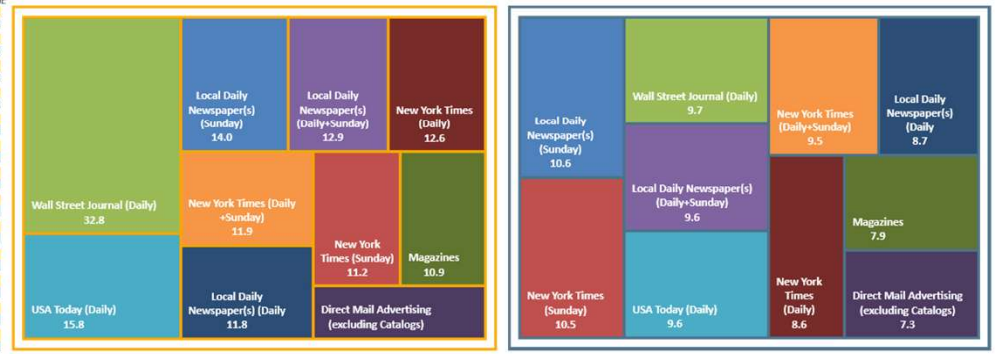
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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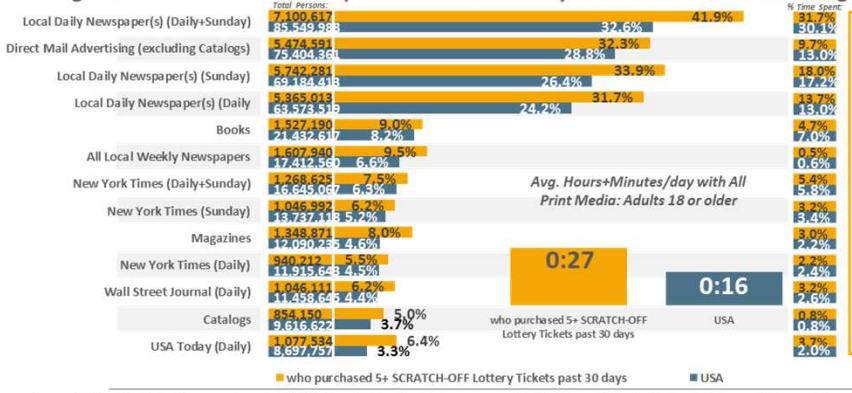
No. of times bought scratch-off lottery ticket past 30 days: 3 - 4 times

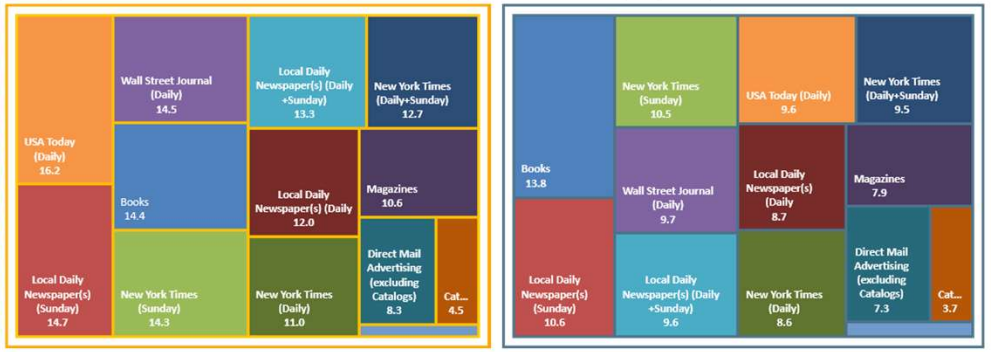


7,100,617 or 41.9% of Adults 18 or older who purchased 5+ SCRATCH-OFF Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.3 minutes every day representing 33.3% of all time spent daily with All forms of Print Me

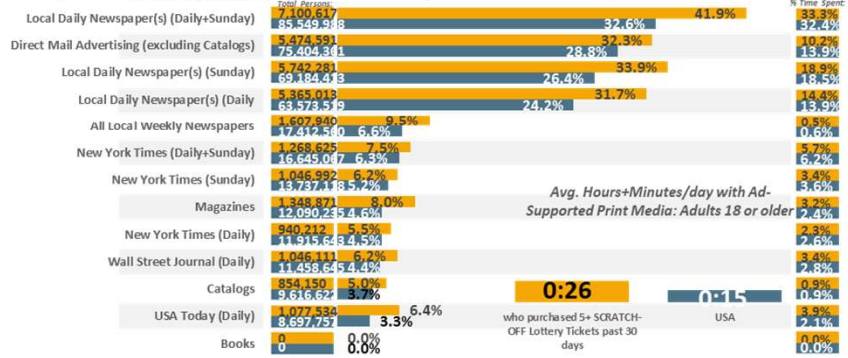
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



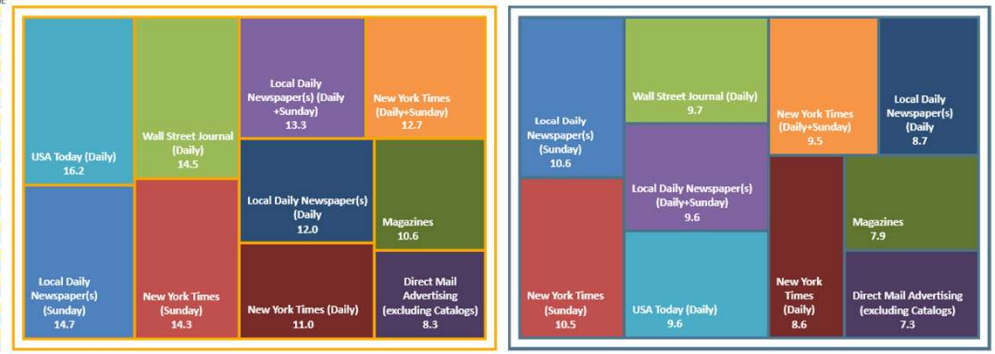
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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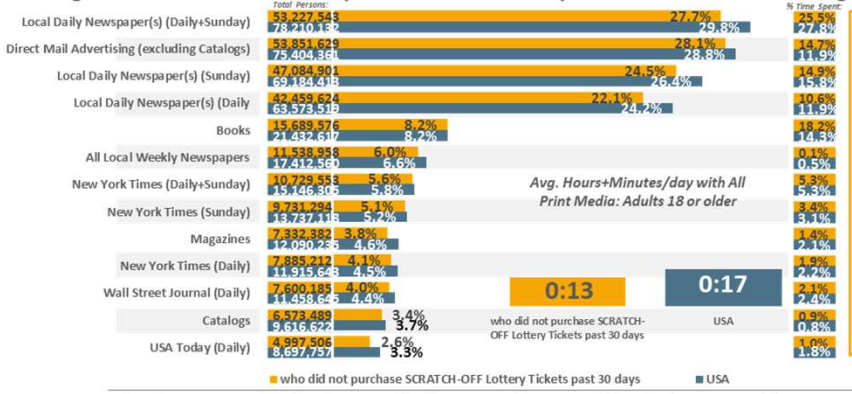
No. of times bought scratch-off lottery ticket past 30 days: 5 times or more

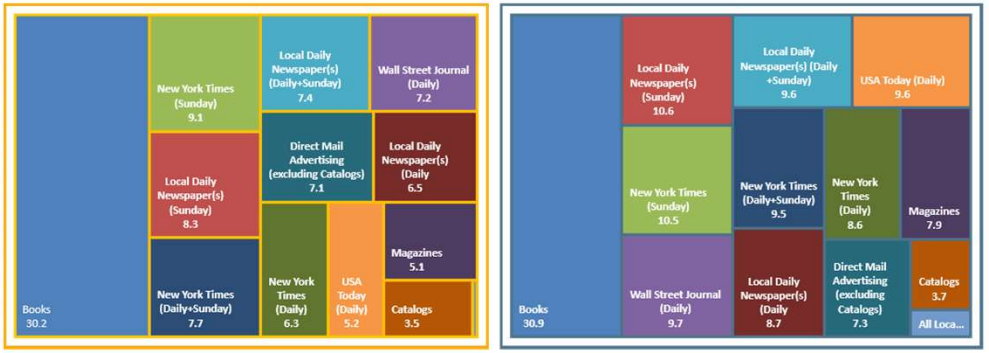


53,227,543 or 27.7% of Adults 18 or older who did not purchase SCRATCH-OFF Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 31.2% of all time spent daily with All forms of Prin

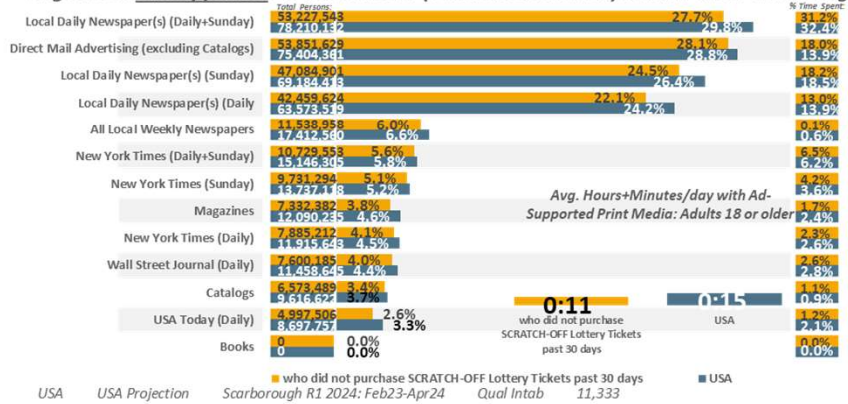
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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No. of times bought scratch-off lottery ticket past 30 days: None